MOTION PICTURE EXHIBITOR

APRIL 3, 1968

IN FOUR SECTIONS
THIS IS SECTION FOUR

ANNUAL THEATRE CATALOG EDITION

1968

The Annual EQUIPMENT ENCYCLOPEDIA and BUYERS' GUIDE . . . as prepared each year by the skilled Editors of the PHYSICAL THEATRE—EXTRA PROFITS Department.

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THE WORLD'S LEADING AUTHORITY ON THE PHYSICAL THEATRE BUILDING . . . DESIGN, CONSTRUCTION, MAINTENANCE, MANAGEMENT, EQUIPMENT AND REFRESHMENTS

EDITORIAL FOREWORD

AUTOMATION erupted on the theatre scene with startling rapidity during the summer of 1967 kindling a bonfire of exhibitor interest.

THEATRE CATALOG's editors, in an attempt to provide up-to-the-minute coverage on developments in this area, have sounded out the manufacturers of automated or remote control theatre projection equipment presently available. In this edition of the CATALOG, manufacturer's recommendations for the application of this equipment are to be found, along with a summary review of the equipment itself.

The vexing question is what constitutes a truly automated system of theatre projection? To some extent, equipment in the theatre booth has been automated successfully for years. The automatic changeover and the automatic feeders for arc carbons are two cases in point. While push-button, or other mechanical methods of controlling equipment operation are easily confused with automatic operation, they do not, in fact, provide a truly automated system of operation.

We are still some years removed from full theatre automation, if indeed it is ever to come. The conveniences and time-saving provided by new equipment designed to handle a multitude of operational details will not make obsolete the highly-skilled, highly-trained men who man theatre booths. On the contrary, to a great extent it will free them to perform their primary function better than they have ever been able to perform it before. They will be able to devote all their energies to providing theatre audiences with the sharpest, clearest, brightest possible picture and sound.

While it is understandable that so much exhibitor and industry interest is centered at this time on the automated theatre, the exhibitor battling for his share of the ever more competitive leisure market must be aware of many other factors as well. In his effort to make his theatre a potent magnet for a fickle public, he must see that it is as attractive, comfortable, and convenient an operation as he can make it.

A review of new theatre construction in this issue reveals some of the ways in which theatrical exhibition is meeting this challenge. Twin houses with staggered starting times, spacious and attractive waiting areas, wider aisles, more comfortable seats, fast and modern concession services, and a peek at how our British cousins are solving these problems—all are factors designed with the patron in mind.

Theatres can not stand still. The equipment of years ago must be replaced by new equipment reflecting the years of research and the new vitality of an industry that is facing the future with a new confidence. If it's not the best available, it just won't do.

A. J. Martin
Publishing Director

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Editor

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Annual

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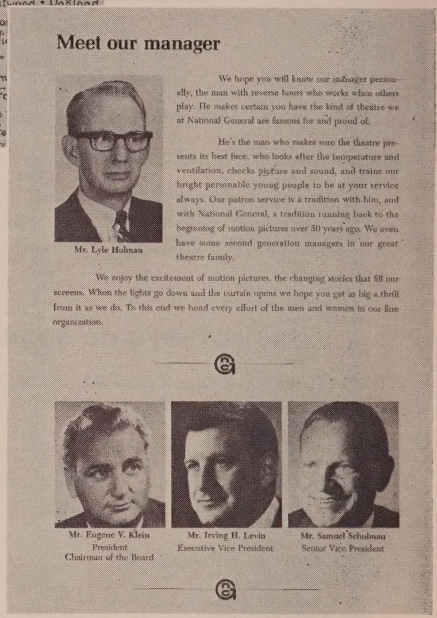
Folder Introduces NGC Theatre Personnel With Added Flair

National General's New FOX PLAZA • Dayton, Ohio


Meet our manager
We hope you will know our manager personally, the man with reverse hours who works when others play. He makes certain you have the kind of theatre we at National General are famous for and proud of.
He's the man who makes sure the theatre presents its best face, who looks after the temperature and ventilation, checks picture and sound, and trains our bright personable young people to be at your service always. Our patron service is a tradition with him, and with National General, a tradition running back to the beginning of motion pictures over 50 years ago. We even have some second generation managers in our great theatre family.
Mr. Lyle Holman
We enjoy the excitement of motion pictures, the changing stories that fill our screens. When the lights go down and the curtain opens we hope you get as big a thrill from it as we do. To this end we bend every effort of the men and women in our fine organization.
Mr. Eugene V. Klein
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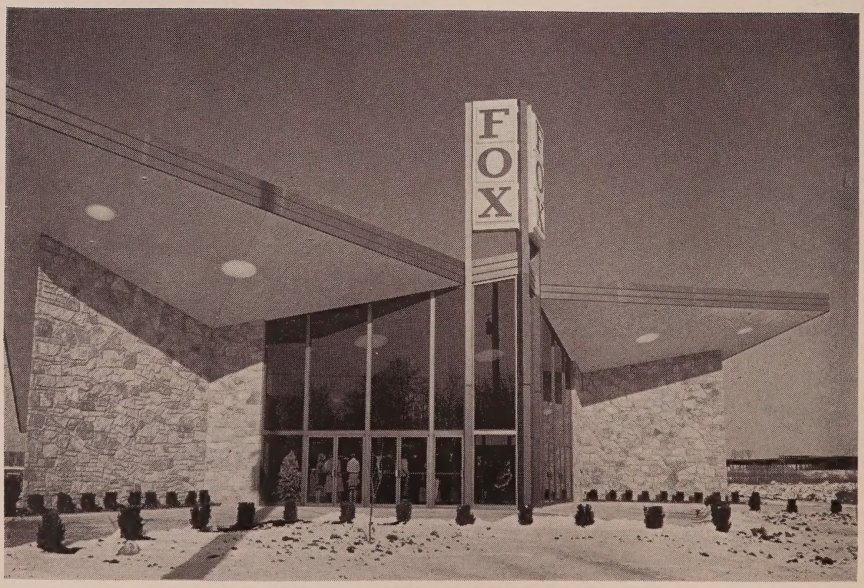
Chairman of the Board
Mr. Irving H. Levin
Executive Vice President
Mr. Samuel Schulman
Senior Vice President



National General Corporation's Fox Plaza Theatre, Dayton, O.

The concession stand and boxoffice.

As PART of an ambitious expansion program, National General Corporation recently opened the Fox Plaza Theatre in Dayton, O.

The theatre, which seats 904, is located in a shopping center, with parking facilities for 230 cars.

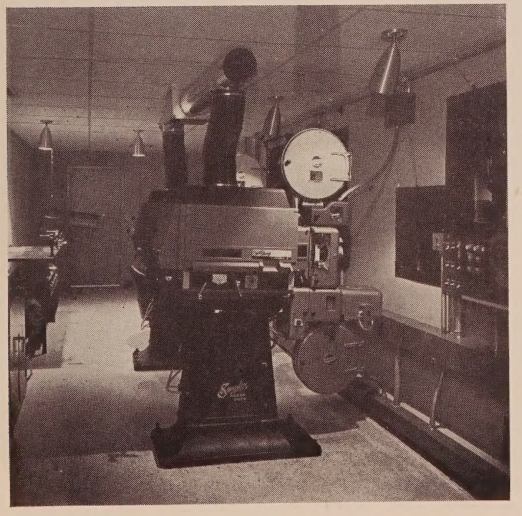
A modern structure, the front and exterior of the theatre are constructed of glass and masonry. The entrance, lobby and boxoffice are of glass and aluminum. The foyer and lounge of formica and vinyl fabric. Changeable letters and background panels are by Bevelite.

Carpeting throughout the theatre is by Alexander Smith and American Seating provided the auditorium chairs.

National Theatre Supply Company supplied the screen and projection equipment, which includes Simplex XL projectors, Strong Futura II arc lamps, Kollmorgen lenses, and Ashcraft rectifiers.

Concession equipment includes an ice cream cabinet by Bally Case and Cooler, a Scotsman ice maker, and RCA refrigerator.

The auditorium.



The projection room.

The Lakewood Center Theatre, Lakewood, Calif., is a four-story, ultra-modern structure of white-mica mortar and stone located in one of the nation's largest shopping centers. The $1,000,000 complex occupies 26,000 square feet.

Pacific Theatres'
LAKEWOOD CENTER
• Lakewood, Calif.

Equipment Credits

Architect .... Geo. Nowak & Associates
Mel Glatz & Associates
Carpeting ..... Alexander Smith
Draperies ..... Grosh Studios
Lenses .... Kollmorgen; Bausch & Lomb
Projectors ..... NTS Simplex 35/70mm
Seats ..... American Seating Co.
Sound ..... Altec

Four imported chandeliers, 12 feet in diameter, each supporting 3300 hand-cut Belgian glass prisms, add glamour to the Lakewood's glass-fronted public promenade.

The patron promenade is to be decorated by portraits of luminaries in the entertainment world. Specially designed ceiling slit lights will provide illumination for patrons.

The Lakewood Center Theatre is a return to elegance in every sense of the word.

The $1,000,000 edifice occupies a commanding position, fronting Faculty Avenue in the Lakewood Shopping Center, California's largest, 26 miles to the south of Los Angeles, bordering Long Beach, and hub of the fastest growth pattern in the U. S.

The anatomy of the "perfect theatre," believed Pacific's planning team, was to be realized only by discarding the time-honored past. The group, headed by Zack Beiser, director of construction, came up with a blueprint of "tomorrow's theatre, today," unique and elegant.

Arrivals by car in the 1400-capacity park surrounding the 160 × 160-foot structure are impressed by the glistening white facade of textured masonry, broken by a solid front of glass, with columns rising the full 40-foot height to support a portico.

A 120 × 50-foot promenade, or foyer, designed to comfortably accommodate an entire audience during intermission, is graced by four massive custom-designed Belgian glass chandeliers; each measures 12 feet across, costs $6,000 (actual) apiece, radiates a dazzling glow from 13,200 hand-cut crystals, and lowers by push-button for cleaning.

Forty-eight ceiling-high, smoked-bronze Venetian glass wall mirrors reflect the decor and form a back-drop for the 72-foot long refreshment center. This is uniquely lighted by paneled, full-color, animated kaleidoscopic transparencies.

Bright upholstered benches and an arrangement of eight-foot potted olive rhododendrons add a touch of comfort and warmth to the scene.

Soft woods and olive-hued vinyl wall coverings enhance the rich tone of the area.

Five hundred yards of gold wall-to-wall carpeting adds to the lush interior throughout.

Access to restrooms, off one end of the promenade, is both unobtrusive and uncommon. Double doors are eliminated by means of a special S-type design, permitting separate dual entrance and egress.

Gold-bronzed, ornamented panel doors to the right of the promenade open to an auditorium served by four aisles. There, the patron is embraced by richly upholstered body-contoured armrest seats, staggered, 44 inches between rows.

Five zoned temperature-control air conditioning systems assure patron-comfort under all conditions.

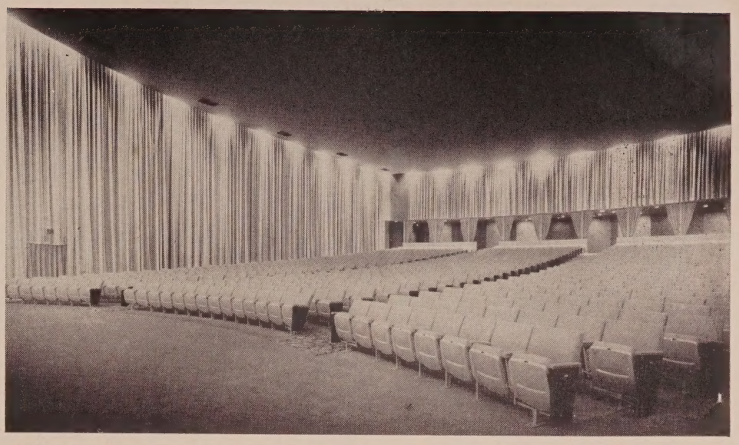
A 90 × 32-foot curved screen provides unobstructed, undistorted viewing. Singular attention has been paid the screen area, which scoops from floor-to-ceiling and wall-to-wall —forming something of a "participation sweep." The hide-away title curtain disappears into side recesses.

Separate-control microphones and an address system, down front, are added features, plus a system which carries music from the sound track to all public areas at the flick of a switch by the manager.

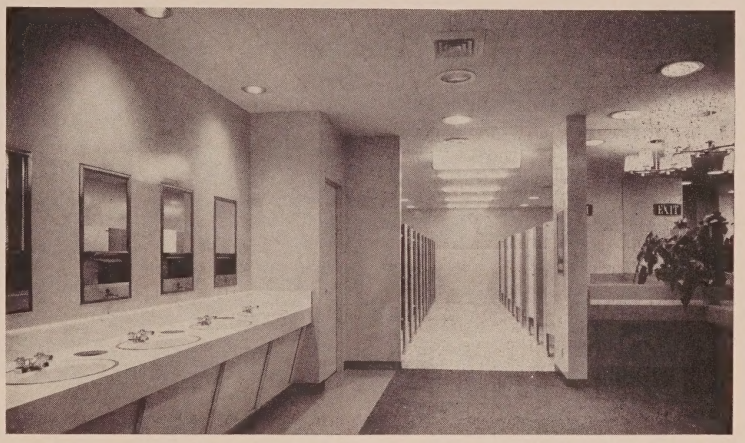
Conducive to an atmosphere of opulence are the draped auditorium walls, curtained full-length and full circle—with down-lighting from an overhead trough providing a soft interplay of light and shadow against the gold trappings.

Latest in sophisticated projection room equipment includes two Simplex all-process heavy duty machines, presenting with equal sharpness every known film size.

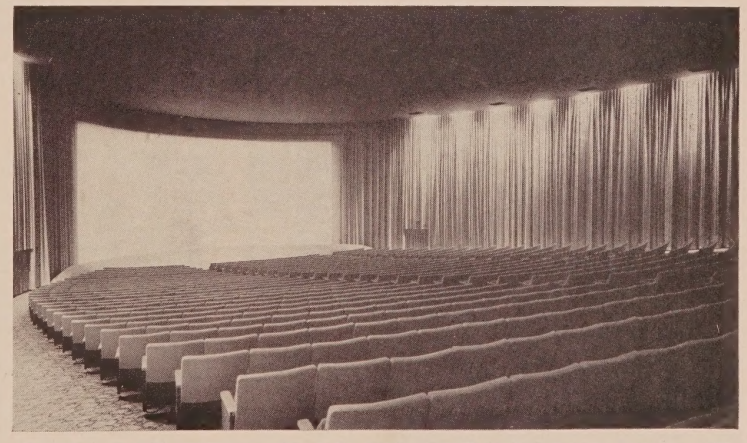
Altec-Lansing six-track super-stereophonic directional sound with house fader complements the visual pleasure.



View looking back from the staging area shows the auditorium, served by four wide aisles, and the draped-off foyer entrance, rear.



Sparkling, liberally equipped interiors feature the men's and women's lounges. This view is a section of the women's room.



From the rear of the auditorium, a view of the deeply-curved 90 by 32-foot screen. Emergency exits are at right and left background.

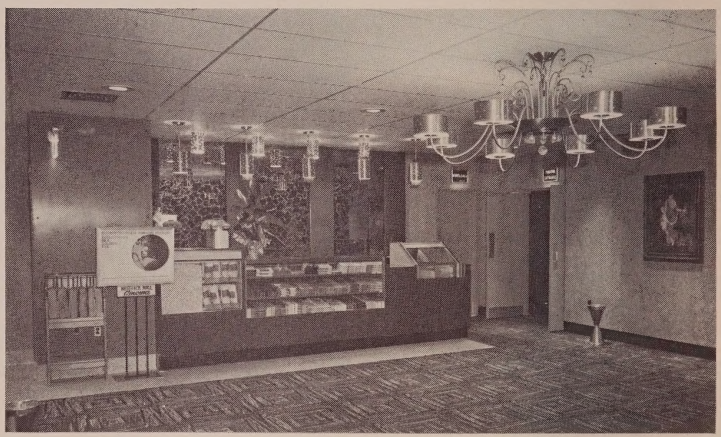
MERRICK MALL CINEMA

• Merrick, L. I., N.Y.

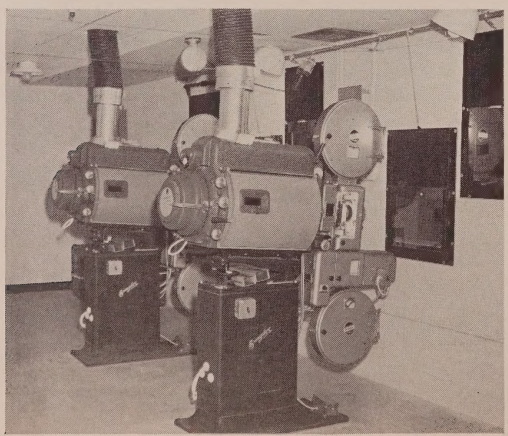
The Merrick Mall Cinema, Merrick, L. I., N. Y.

THE MERRICK Mall Cinema, on Main Street in Merrick, L.I., N.Y., is the newest addition to the rapidly expanding Sidney Dreier theatre chain. It is another well planned example of locating a theatre in suburban shopping centers where there is an abundance of parking. The Merrick Mall shopping center is directly behind the theatre.

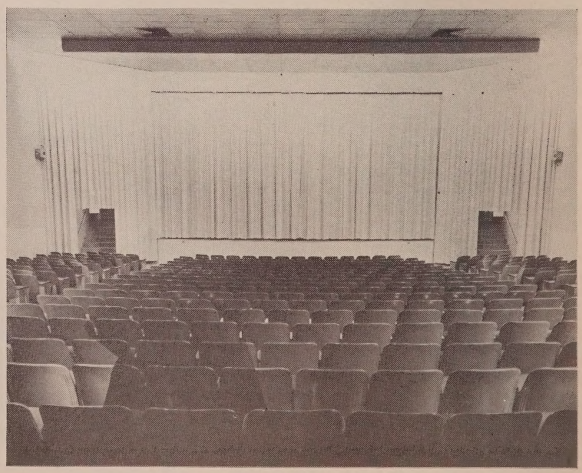
Marvin Taubman and Harry E. Pear, of the New York branch of National Theatre Supply Company, working closely with the Sidney Dreier management, supervised the entire installation. Equipment consists of complete Simplex XL projection and sound systems, American Seating chairs, Alexander Smith carpeting, woven to look like parquet flooring, Champion poster frames and Bevelite letters.



The concession stand.



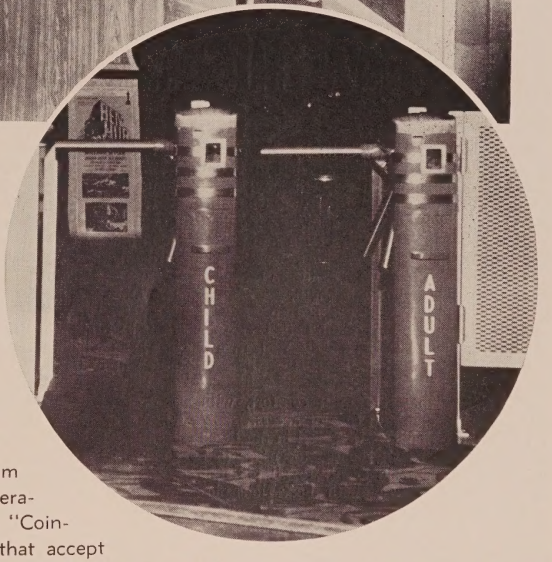
The projection booth.



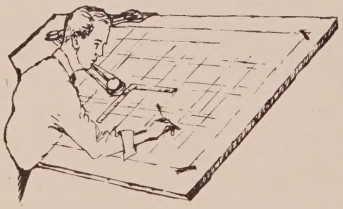
The auditorium.

PROVEN TURNSTILE SYSTEMS REDUCE COSTS

CASHIER TURNSTILE SYSTEM—In this effective yet simple operation, the cashier collects admissions and permits patrons to pass through the Perey Theatre Turnstile for entrance into the theatre. No tickets or Ticket Taker are required. The turnstile automatically registers each admission as the patron passes through, thus giving a positive check against the cashier's receipts. The turnstile is usually furnished with two registers to record children's admissions as well as adults. A child indicator is illuminated to show each child admission that has been registered. This theatre admission system is designed to take a minimum of space. The Perey Theatre Turnstile is of the two passage type, permitting free exit at any time. Illustration in the center is typical of the cashier turnstile system.



TURNSTILE and TOKEN SYSTEM—A modern innovation in theatre admission systems which requires a minimum of employees for operation. Using Perey "Coin-passors," turnstiles that accept admission in the form of metal tokens, Adults, Children and Pass Patrons are automatically permitted to enter the theatre after each has deposited the proper token in the turnstile. Tickets and Ticket Takers are eliminated in this system. The Refreshment Stand Clerk doubles as token cashier during the slower periods. Illustrated above is a typical installation using one turnstile for child admissions and the other for adults.



APPLICATION ENGINEERING—Planning an efficient theatre entrance and exit control involves technical problems that must be solved correctly. Perey Application Engineers, with over a half century of experience in the design of turnstile systems, offer their services in the solution of your problem.

PEREY TURNSTILES

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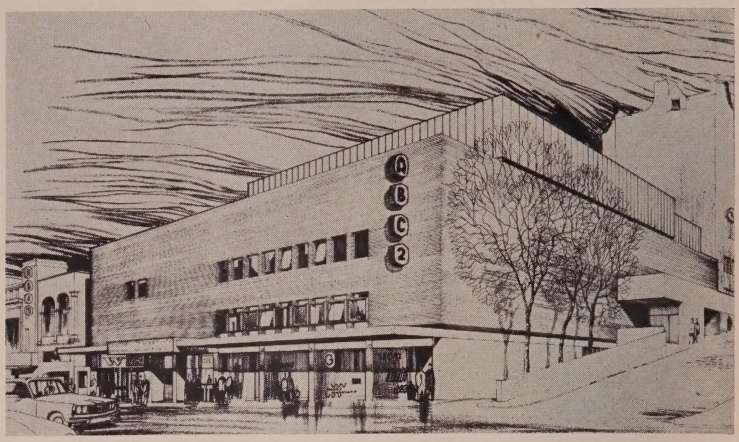


The ABC 2 Cinema, Glasgow, Scotland.

NEW THEATRE DESIGN—BRITISH STYLE

THREE NEW theatres, built by Associated British Picture Corporation, opened in Great Britain—the ABC 2 Cinema, Glasgow; ABC Cinema, New Bristol Centre, West Country; and the ABC Cinema, Doncaster.

The theatres, different in design and structure, do have certain similarities, namely the stadium style auditorium, auditorium chairs, screens, and the projection booth.

Stadium style auditoriums have no separate circles, but the rear half of the floor is steeply raked to ensure that all seats have a clear, uninterrupted view of the screen. Regardless of the seating capacity of the theatres, all seats were designed to give utmost comfort, with spacious knee room and ease of access.

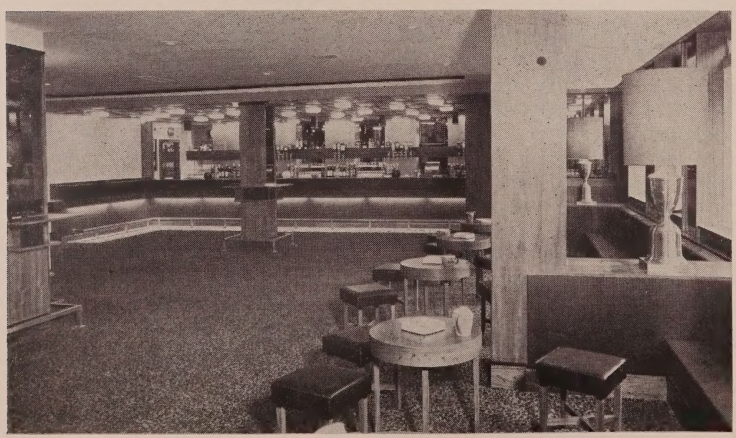
The surface of the screens used in the three theatres were especially coated to ensure that the picture is reflected evenly to all parts of the auditorium. To cope with the various picture ratios, the screen's masking is so engineered that, at the touch of a button, it will conform to any size required.

The three projection booths were designed to ensure ease of operation from all aspects of good picture presentation. These include decorative lighting, tableau curtains and adjustable picture masking controls which, for efficient operation are grouped within one control cabinet. The re-winding facilities are contained within the same projection room.

The ABC 2 is located on Sauchiehall street, adjacent to the Regal Cinema, which was renamed the ABC 1. The new cinema forms part of the redevelopment between ABC 1 and Dalhousie street, and includes four 18′ wide-frontage shop units with basement and rear service facilities at a total cost in excess of 250, 000 pounds. The wall faces in Sauchiehall and Dalhausie streets consist of dark chocolate colored 9″ × 2″ brick facings with copper vertical cladding to the main roof structure. The shop fronts and cinema entrance are beneath an aluminum-faced canopy which extends the full length of the Sauchiehall street elevation. Above the canopy are the windows of the cinema and the Foyer Bar. Exits protrude as a texture concrete box beside the auditorium at the rear of the development. The entrance to the cinema adjoins the existing Wimpy Bar which is retained within the new building, and is emphasized by the illuminated canopy face, with interchangeable letters providing information on the current cinema program. The canopy soffit changes from aluminum to polished teak at the entrance and incorporates recessed lighting units which run from the canopy edge back to the aluminum and glass entrance doors. The walls are finished in colored glass mosaic and the floor in large precast terrazzo tiles which continue through the screen into the entrance hall.

The entrance hall contains the boxoffice and concession stand and these are situated immediately facing the main doors. To the left is the wide double stair leading first to the advance booking hall and on to the first floor level foyer. The wall finishes change to specially designed mirrors and polished hardwood. The terrazzo floor of the entrance hall continues through the entrance to the head of the double stairs where a blue and black carpet becomes the general floor finish. A polished hardwood glazed screen with glazed doors at the head of the stairs divides the entrance from the foyer.

The polished hardwood wall continues into the foyer. Seats are built-in on two walls and a contrasting wall finish of chocolate colored facing bricks with timber panelling guides the patron through to the auditorium. Polished hardwood doors in the brick-faced wall provide access to the Foyer Bar where the furnishings are similar to the foyer but include a 35 feet long bar complete with all the necessary fittings and equipment. Restrooms are



ABC 2—Foyer Bar.

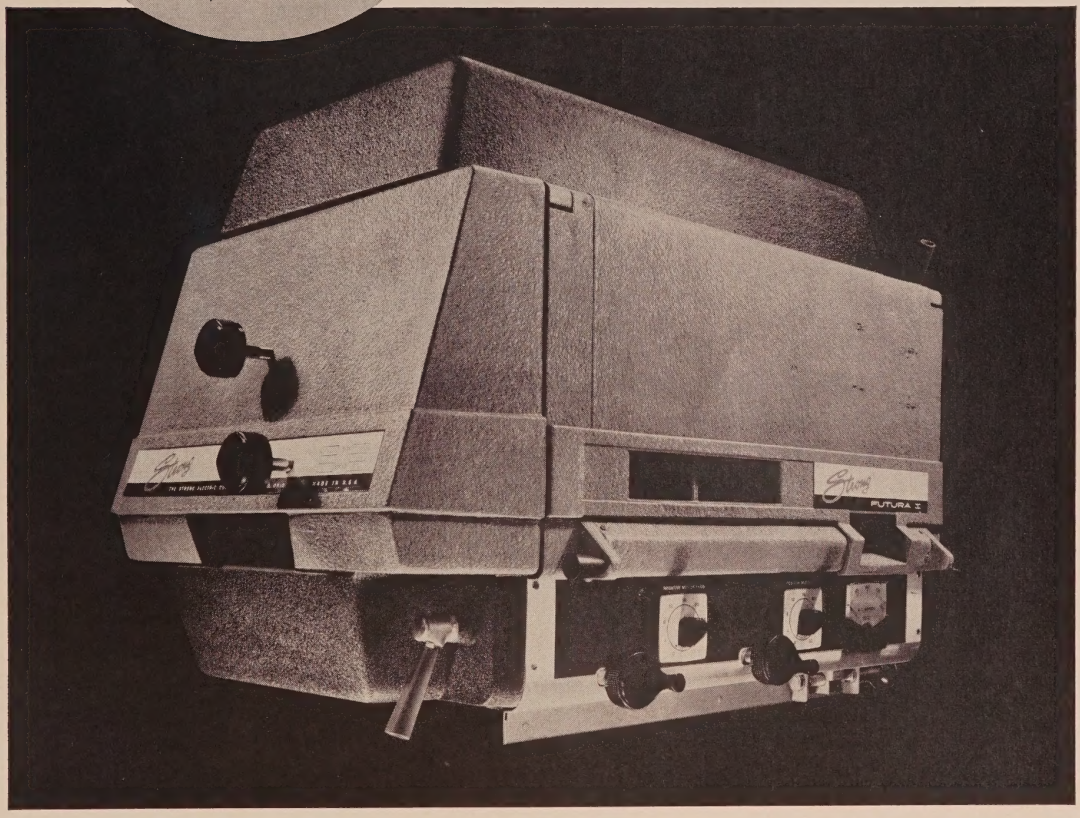
(*Continued on page* 12)

You'll Make Your Competition Unhappy

when you install

FUTURA PROJECTION LAMPS

and associated power equipment



Send for brochure.

THE STRONG ELECTRIC CORPORATION

21 City Park Avenue Toledo, Ohio 43601

ABC, New Bristol—Foyer.

British Style

(*Continued from page* 10)

provided off the foyer with a fully furnished powder room for the ladies.

The auditorium seats 922 and is entered through a double-width door. The timber panelling of the foyers now changes to blue wall carpet for the dado with ceiling height curtaining above. The curtaining, in a yellow fire-proof fabric illuminated from a lighting trough in the ceiling, sweeps completely around the auditorium and forms an extension of the main tabs. All the seats are spaced at 36 inches from back to back and are upholstered in foam rubber with special back support and are covered in a yellow and dark grey wool velvet.

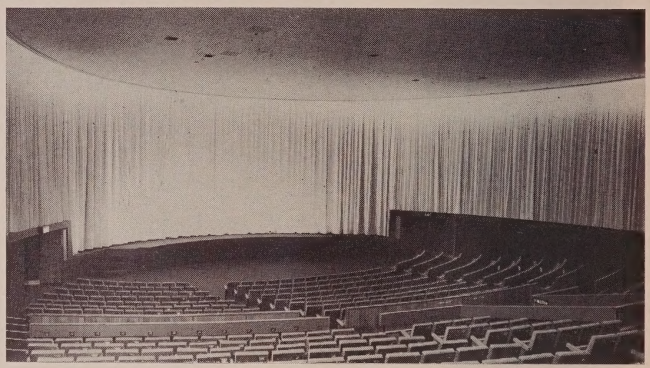
All the levels of the steps for the seating are based on a carefully designed sight-line lay-out to ensure that every patron can see the complete picture with neither obstructions of any kind nor any discomfort. The seats, fully upholstered in yellow with a dark grey shading and the acoustic tile ceiling finished in a mustard color containing the recessed decorative and maintained lighting, completes the full decorative effect.

A major factor from the patrons' point of view is the standard of heating and ventilating. The plant heats the air as required and delivers up to one million cubic feet of air per hour which is introduced to the auditorium from directional louvres underneath the stage. The air is then drawn over the heads of the patrons and taken to the rear corners of the auditorium, away from the projection, where it is then extracted.

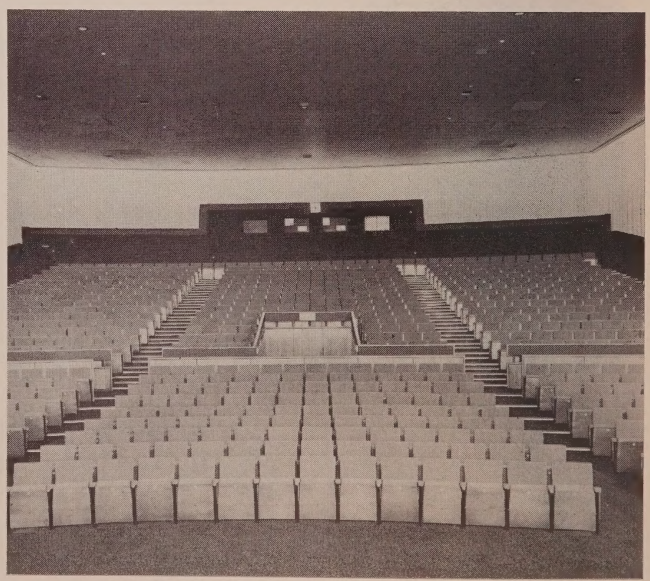
The projectors are specifically designed to project all picture ratios including Todd-AO, Cinemascope and Wide Screen with either 70mm or 35mm film. The picture sizes range from 30′ × 17′ for wide screen to the giant picture of 50′ × 23′ for 70mm Todd-AO. To illuminate these large screen sizes, the projectors are equipped with Futura lamps, each consuming 160 amps.

The Philips sound reproducing equipment situated beside the projectors is fully trans-

(*Continued on page* 14)



ABC 2—Auditorium.



ABC 2—Auditorium.

BETTER SCREEN LIGHTING BEGINS WITH Ashcraft

FOR THE THEATRE OWNER

He knows that when he installs Ashcraft Core-Lite Projector Lamps, he will have the only scientifically designed, basically different, thoroughly modern arc lamps manufactured today—maximum screen light and a perfectly projected picture—on less total kilowatts of electricity and fewer carbons consumed.

FOR THE PROJECTIONIST

He knows that with ASHCRAFT CORE-LITE ARC LAMPS he has a flawlessly projected picture, and selective distribution provides up to 100% pure white side-to-side and top-to-bottom screen lighting.

FOR THE SERVICE ENGINEER

He knows that with ASHCRAFT CORE-LITE ARC LAMPS the picture is put on the screen and IT STAYS THERE! The reason? All ASHCRAFT arc lamps have (among other exclusive features) only seven easily accessible gears;three indestructible roller type chains; twenty nine ball, roller and needle bearings at every important point of friction; .999 pure silver water-cooled positive carbon contacts and generous use of heat dissipating aluminum castings and internal lamphouse baffling.

FOR THE AUTHORIZED DEALER

He knows when he sells ASHCRAFT CORE-LITE ARC LAMPS he is selling 100% satisfaction and can guarantee customer acceptance of this modern and superior system of arc lamp screen lighting.

PIONEER IN DEVELOPMENT OF MOTION PICTURE LIGHTING EQUIPMENT
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British Style

(*Continued from page* 12)

sistorized and capable of handling both optical and magnetic single-track and four and six track magnetic. Behind the screen, there are five speaker boxes, each containing separate speakers for the various frequency ranges and capable of reproducing sound from the lowest frequencies right through the range to the limit of human hearing. The full stereophonic effect is then achieved by the ceiling speakers which are spread over the entire audience.

The wilton carpet throughout the theatre, all made in Scotland, is an attractive all-over design in blue and black picked out in a lighter shade of blue. The wall carpet used all round the auditorium is a special curled-pile manufacture in a single shade of blue to tone with the floor carpet.

The electrical installation has been carried out to the highest technical standards. It utilizes some 11 miles of cable connecting approximately 250 lighting and power outlets, together with the complex of specialized equipment and control of all lighting, heating, ventilating and projection apparatus. Externally, the cinema name shows on a vertically-mounted plaque sign, while the current program is displayed on an internally illuminated interchangeable letter panel mounted on the canopy. The light fittings are all tungsten lamped and the lighting levels are gradually reduced from the entrance to the auditorium.

The impressive wall curtaining within the auditorium is top-lit by nearly 400' of fluorescent lighting, which together with the decorative tungsten lighting is dimmed and controlled from full brilliance to blackout by a push-button operated multi-thyristor controller. This is a development of the first dimmed-fluorescent installation ever installed in the world at the ABC Aberdeen in 1954.

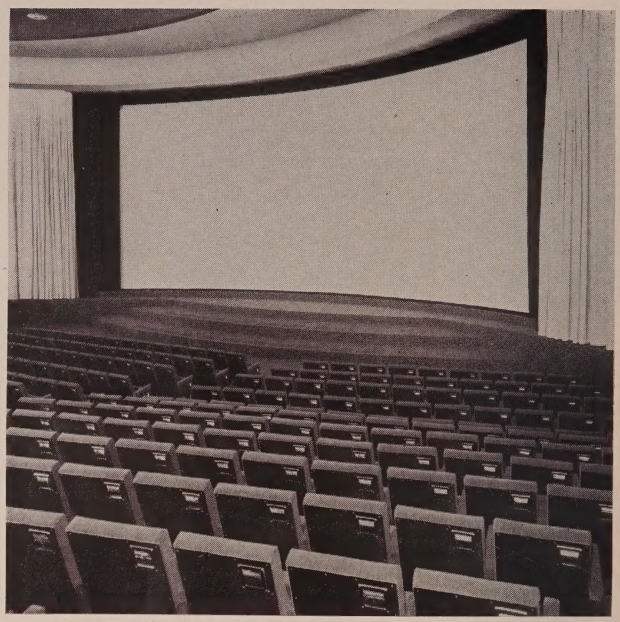
With the completion of the ABC cinema, New Bristol Centre, Associated British offered to the citizens of the West Country a showplace of unequalled design and luxury. The approach to the ABC is in the form of an imposing glass screen illustrating in fine etched and acid lining the life and times of John Cabot.

Behind the screen is the impressive entrance hall with its lofty panelled ceiling and attractive brass lighting fittings. A focal point of the entrance hall is the tastefully designed concession stand formed in marble and mirror, with its extensive display being presented for easy selection by patrons.

The theatre has a vertically mounted neon plaque sign. The current program is displayed in an internally-illuminated interchangeable letter panel overlooking the main entrance to the cinema.

Within the entrance foyer illumination is achieved by massed groups of exclusively-

(*Continued on page* 16)



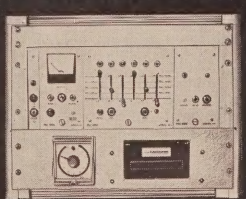
ABC, New Bristol—Auditorium.

The ABC Cinema, New Bristol Centre, West Country, England.

It dims the auditorium lights.
It opens the front curtain.
It ignites the projector lamphouse.
It starts the soundhead motor.
It lifts the fire shutter.
It adjusts the screen masking.
It changes over to the other projector.
It closes the curtain.
It raises the auditorium lights.
And—it does it all automatically, simply and reliably.

PEC1000

Projection Electronic Control System



Automation is now commercially practical, thanks to this new economical system from National — a long-time leader in projection equipment innovations.

Our theatre-proven PEC 1000 system is simple and inexpensive to install, maintain and operate. And it's backed by our network of 26 conveniently located branches.

Progressive exhibitors who have installed PEC 1000 systems in their theatres are finding out about its many advantages. You should get to know a lot more about it, too, by getting the facts from your National man.

N.T.S. National
THEATRE SUPPLY COMPANY
Subsidiary of General Precision Equipment Corporation GP

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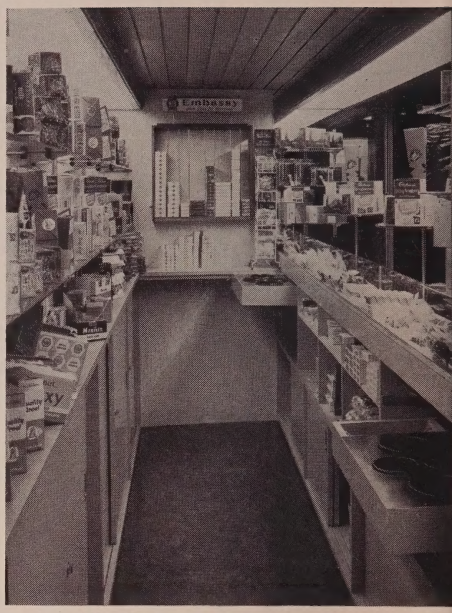
ABC, New Bristol—Cabot Bar.



ABC, New Bristol—Inside concession stand.

Theatre Design-British Style

(*Continued from page* 14)

designed brass and lead crystal fittings. The inner foyer ceiling is patterned by a scattering of attractive diffusing fittings which provide a comfortable level of lighting which is carried through, past the brightly lit concession stand, into the Cabot Bar. The bar area itself is enhanced by a series of double-glazed pendant fittings and an array of fluorescent wall floods.

Auditorium lighting is achieved by discreet top lighting of the sweep of curtains with indirect ceiling lighting over the forward area and a series of copper spinnings providing a comfortable level of warm illumination over the seated audience. Multi-color lighting of the main curtains from a battery of projectors in the front circle lighting box complete the visual effects, all controlled from an electronic dimmer board positioned in the projection room.

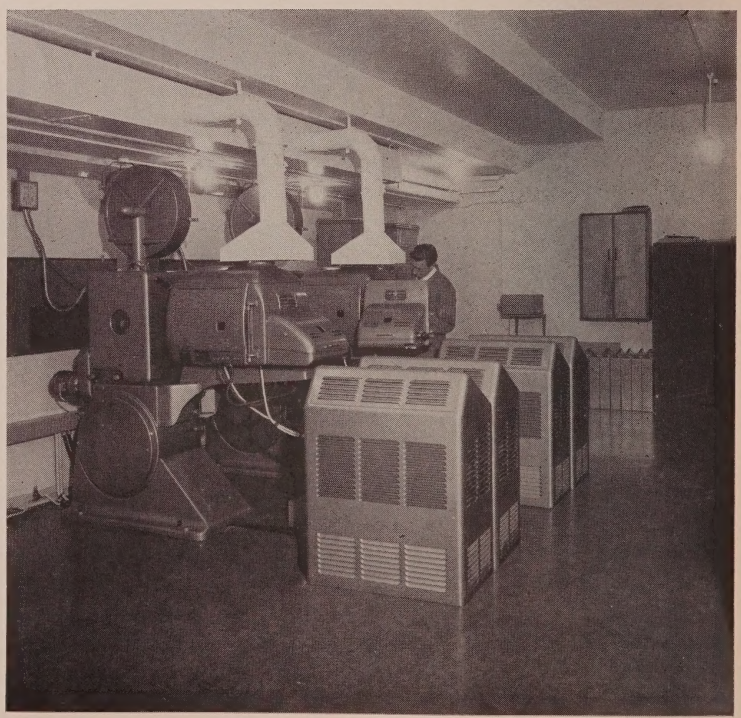
Another feature of the new cinema is the "Cabot Bar." The over-all design of the bar, with its intricately designed gilt screen, rich panelled ceiling and concealed lighting creates an atmosphere of luxury and comfort which is further enhanced by the soft banquette wall seats below a wall of mirrors.

The projectors are manufactured by Philips of Eindhoven, Holland, and are specifically designed to protect all picture ratios from wide screen to Cinerama. To satisfactorily illuminate these large pictures, atmospheric arc lamps consuming 120 amps each are used.

Sound reproducing equipment is again sited in the projection room. All types of sound reproducing systems can be handled including single track optical, single track magnetic, four track magnetic and six track magnetic.

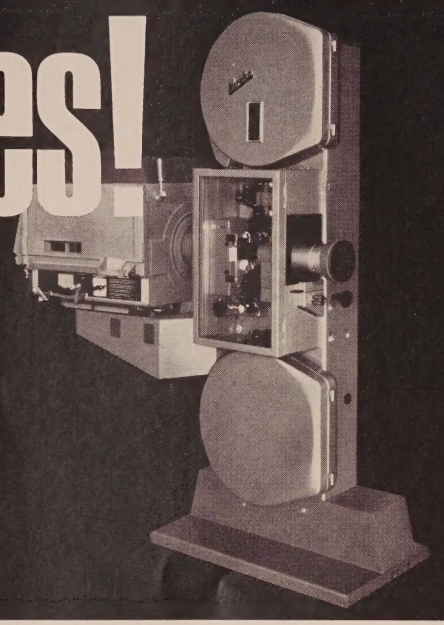
A giant screen has been installed. Behind

(*Continued on page* 18)



ABC, New Bristol—Projection Booth.

Designed for the seventies!



New Norelco DP-75 70/35mm projector now makes 70mm equipment *practical* for almost every theatre in the country. This brilliantly engineered successor to the famed Norelco Academy Award winning AAII 70/35mm projector is the very last word in professional projection. So new, so advanced, so superbly designed . . . it has been the talk of the industry since it was introduced. Although it is *low in cost,* and simpler to install and operate than any other high quality 70/35mm . . . it is loaded with features that will keep it new, right into the 1970's and beyond! Here are a few of them:

- Substantial savings! The DP-75 can be purchased as a 35mm projector with optical sound today, and the balance of the 70mm components can be added later when required.
- Adaptable to remote or programmed control of projection equipment. Automatic changeover, remote focus and framing controls available.
- Automatic sound mode selection ranging from 35mm optical to 6-channel 70mm magnetic.
- 60-second conversions between 70mm and 35mm... without using tools.
- Solid column construction assuring perfect alignment and picture steadiness.
- Delrin running surfaces handle old and new prints smoothly.
- Experienced projectionists can service without special tools and need for fitting or adjustment.
- Exceptionally easy maintenance through well-spaced parts and detachable pad, film gate and sprocket keepers.
- New patented film gate overcomes buckling through ingenious design that keeps film in one plane at aperture without use of cumbersome external blowers and hoses.
- Solar cell in optical sound head means higher sensitivity, lower noise level.
- Unique safety device stops projector if film breaks, or when film is improperly attached to take-up reel. Extremely vital with automated or remotely controlled equipment.
- Front wall controls for easier operation.
- Fast, simple installation can be completed in less time at lower cost.

The new Norelco DP-75 is designed for the 70s . . . but is available at your authorized Norelco theatre supply dealer right now!

Norelco® MOTION PICTURE EQUIPMENT

North American Philips Company, Motion Picture Equipment, 299 Rte. 17, Paramus, N.J. 07652 • Tel. (201) 262-7300 TESMA

British Style

(*Continued from page* 16)

the screen, there are five dual-channel loudspeakers, these being positioned so that sound is equally distributed throughout the auditorium and to conserve the stereophonic effect created by the four and six track magnetic sound reproducers. In addition, 34 loudspeakers are fitted in the main auditorium ceiling. The reception areas of this cinema have been equipped with 15 loudspeakers relaying background music supplied by a continuous tape reproducer.

The seats are upholstered in foam rubber and covered in a bronze and black worsted velvet.

The wilton carpet throughout the theatre is in an attractive new over-all design in bronze and black picked out in gold. Certain areas of the auditorium wall have also been covered in a bronze carpet to blend with the seating and floor covering. The draperies embracing the stage curtains and the side wall treatment are in a pastel shade of bronze, again specially designed to blend with the rest of the decoration and color lighting, and are completely flameproof.

The third theatre, the ABC cinema in Doncaster, forms part of a new central shopping district there. The block in which the cinema is located includes an underground parking area with a capacity of 260 cars, and five shops.

The cinema stands as a separate block. Its design expresses the shape and position of the auditorium over the shops. The shop fronts have been set back from the modelled concrete columns which carry the auditorium, forming a wide colonnade. The columns are carried up to roof level and between them are panels of rich blue-gray facing bricks.

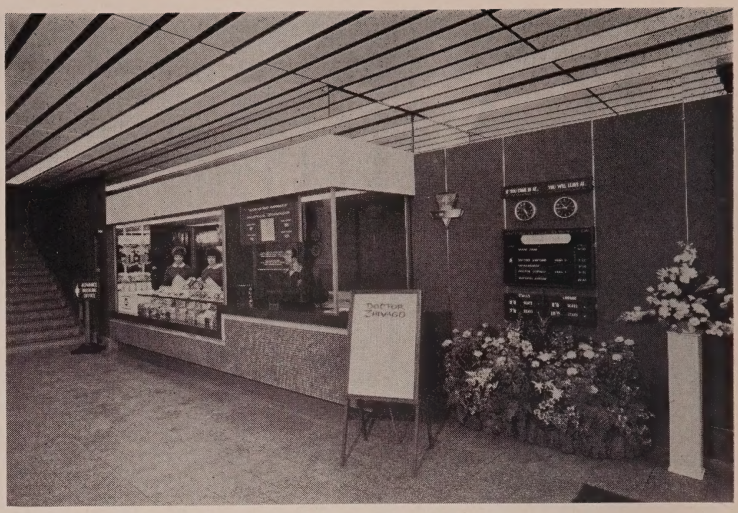
The facade is further enriched by, at first floor level, a deep ring beam in moulded, exposed aggregate concrete. Over the entrance to the cinema, this ring beam incorporates a projecting 40 foot long illuminated marquee canopy, its shape reflecting the modelling of the columns and ring beam. At the opposite end is the illuminated ABC monogram sign, running the full height of the building and standing out in bright contrast to the blue-gray brick background.

The soffit of the colonnade to the shops is in white slatted boards, and this motif is continued over the entrance to the cinema but with the addition of rows of flush light fittings.

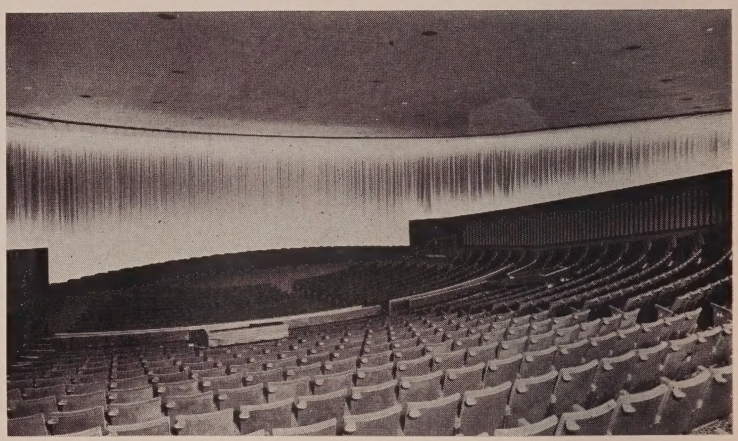
This treatment is carried through without a break into the rich but simply furnished entrance which contains the boxoffice and concession stand. The finishes here are mainly orange-gold mosaics and carpet, with dark contrasting terrazzo flooring. The entrance hall is enclosed on two sides by aluminum and glass screens and doors which give it a feeling of spaciousness.

A wide, double staircase leads to the foyer at first floor level, which is closely carpeted, the walls being lined with large alternating panels of orange carpet, olive green cirrotex and mirrors. There is a waiting area furnished with deep, black upholstered seats and occasional tables. The polished hardwood doors

(*Continued on page* 58)



ABC, Doncaster—Entrance hall.



ABC, Doncaster—Auditorium.

The ABC Cinema, Doncaster, England.

SPARTAN TWIN

• Lansing, Mich.

Shopping Center
Site Doubles
Filmgoing
Pleasure

NGC's Spartan Twin Theatre, Lansing, Mich. Located in a shopping center, there are parking facilities for 2,000 cars.

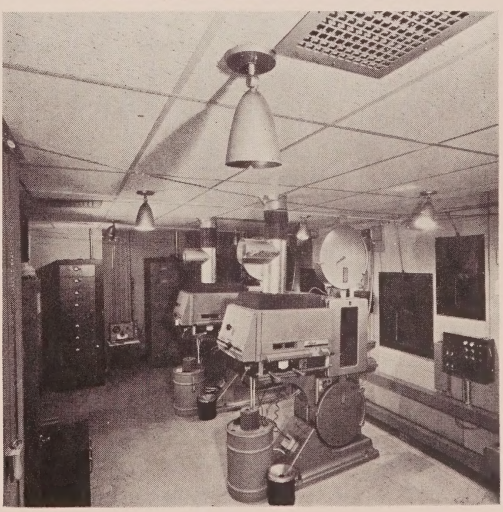
Equipment Credits

Owner .... National General Corporation
Architect ..... Drew Eberson
Changeable Letters ..... Bevelite
Background Panels ..... Bevelite
Seating ..... American Seating Company
Projection and Sound Equipment
National Theatre Supply Company
Projectors ..... Norelco XL Simplex
Lamps ..... Strong Futura II
Lenses ..... Kollmorgen

The concession stand in the lobby of the theatre serves both houses.

The theatre contains two auditoriums, one seating 999 and the other, 656.

A common projection booth serves both theatres.



Flavorites.

Fanta Orange, Grape and Root Beer are the quality flavors from The Coca-Cola Company. This means your customers get the best . . . and you get the marketing and merchandising know-how of the largest soft drink company in the world. And the facilities of the largest soft drink field sales organization. So serve the best. And cash in on the profits from Fanta brand flavors. Call your authorized wholesaler of Coca-Cola, or write to The Coca-Cola Company, P.O. Drawer 1734, Atlanta, Georgia 30301, for full information.

EnJoy
Fanta
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EnJoy
Fanta
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Live fountains, illuminated, grace the front grounds of the Fountain Valley Drive-In near Los Angeles.

Pacific Theatres' FOUNTAIN VALLEY DRIVE-IN • Orange County, Calif.

As someone said, there are no new ideas—just new ways to present them.

Pacific Theatres showmen translated this kind of energetic thinking into profitable action when, on the evening of July 12, 1967, the theatre company unveiled, to a sell-out audience, the Fountain Valley Drive-In Theatre, foot of Brookhurst Avenue off-ramp and the San Diego Freeway, 40 miles south of Los Angeles, in the heart of fast-growing Orange County.

Opened with traditional Hollywood fanfare, the Fountain Valley, representing an investment in excess of $1-million, could start a trend in concept and design in drive-ins that may well presage the shape of things to come.

Built to identify with the surroundings of the modern new Fountain Valley community, the deluxe, sprawling 27-acre entertainment complex reflects Pacific's whole new approach to drive-in theatre design.

Number 50 in Pacific's expanding program in the drive-in field, Fountain Valley racks up a theatre "first" in several categories.

It is hailed as daring to incorporate illuminated live fountains as an idea in beautification and as an integral part of landscaping; to build one of the world's largest, accommodating 2,000 cars; to employ use of all-glass entrances vs. conventional opaque baffles in the immense all-electric snack bar; to introduce a supervised children's playground; and to

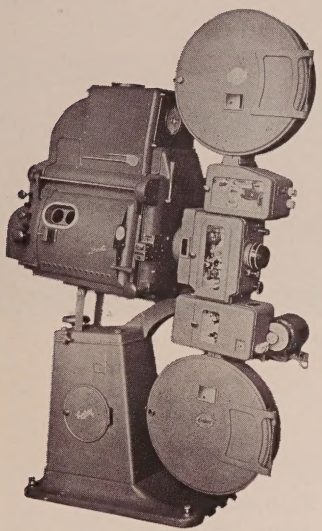
(*Continued on page 24*)

Cars are directed along a palm-lined route toward the automated boxoffice entry.

Century PROJECTION AND SOUND SYSTEMS

TRY THE *PROVEN*

CENTURY PROJECTOR...



CENTURY'S standard and 35–70mm projector

CINE-FOCUS® + **ANAPFET**

PROJECTOR

—a new concept in film stabilization . . . a breakthrough in projection acclaimed by the industry. **(Patented)**

PHOTOSENSITIVE, FIELD-EFFECT TRANSISTOR

superseding photo cells and solar cells.

The NEW CENTURY projectors have more *desirable features* than any other equipment. You will find no "gadget improvements" on CENTURY equipment—everything is scientifically arrived at—to give you *full dimensional* reproduction of picture and sound, with trouble-free operation.

HIGH EFFICIENCY MECHANISMS. CENTURY projectors require almost no maintenance. They contain fewer parts in simple arrangement so that stress and wear are at a minimum. The ingenious design of the main drive shaft eliminates the pinion and stud unit of the soundhead coupling and provides a more positive trouble-free drive, means less trouble, lower maintenance, less vibration, sharper pictures . . . finer projection.

CLEAN, TROUBLE-FREE OPERATION. CENTURY has reduced lubrication headaches. There are no oil sprays or oil baths to mess up film and projection room. Oil-less bearings and glass-hard steel gears rule out bindups.

MAXIMUM LIGHT PROJECTION. The mechanism is designed for f/1.5 optical system and 4" diameter lenses and will accommodate the latest high-intensity arc lamps.

WATER-COOLED PROJECTOR APERTURE. Another CENTURY design. CENTURY'S non-condensing, slide-in, water-cooled aperture is a model of simplicity to use and it will pay big dividends in improved projection.

CURVED FILM TRAPS & GATES. CENTURY curved gates are patterned after the well known CENTURY film trap and gate. This sturdy precision design provides positive positioning of the film—therefore positive focus. The aperture plate is an integral part of the film trap and serves to maintain correct focus.

Century

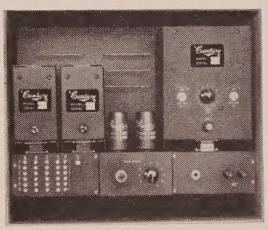
ALL-TRANSISTOR SOUND SYSTEMS

SINGLE CHANNEL • FOUR CHANNEL • SIX CHANNEL

a significant achievement in modern electronics!

- ★ **Entirely eliminates vacuum tubes, transformers, heavy condensers, preamps, photocells, etc.**
- ★ **Fewer, simpler, long-lasting components, incredibly greater reliability. Minimal maintenance.**
- ★ **Power losses reduced to a minimum.**
- ★ **Improved audio quality—remarkable sound definition.**
- ★ **Lower installation costs.**
- ★ **No more racks of equipment. Big savings in weight and space requirements.**
- ★ **Electronic switching—no complex mechanical switches, no relays.**
- ★ **All transistor power amplifiers with visual overload indicator and automatic protection.**
- ★ **With new ALL-TRANSISTOR 35-WATT POWER AMPLIFIER that provides adequate power for even the largest Motion Picture Theatres requiring hi-power intelligibility. Ideal for the smaller Theatre because of its reliability and freedom from distortion.**
- ★ Model 67 Sound System—complete in sound reproducer, 35 watts output.

CENTURY sound reproducers feature the famous *hydro-flutter suppressor*, exclusively—winner of an Academy Award because it is a "fundamental improvement in film drive" and "results in improved quality in the theatre." (Citation of the Academy of Motion Picture Arts and Sciences.) CENTURY sound has unusually high fidelity due to the low flutter obtainable with CENTURY sound reproducers.



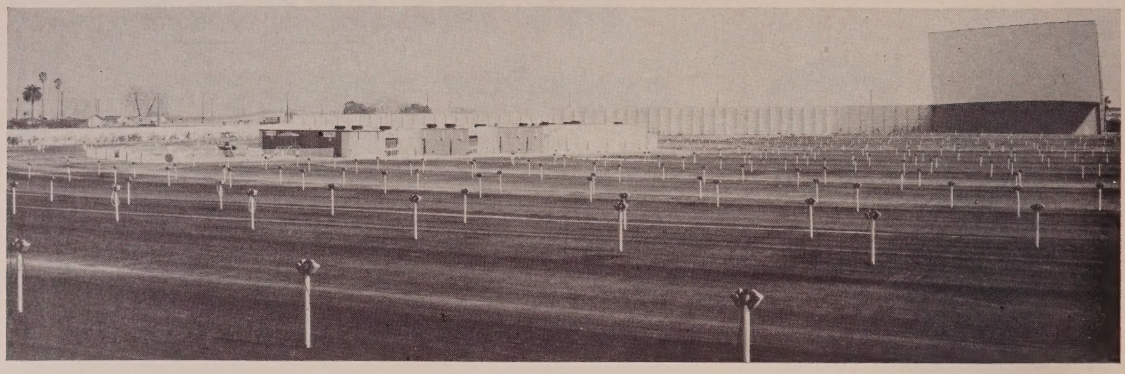
This wall mounted case—ONLY 17" x 14" h. x 7" d. contains the complete sound system for your theatre.

Recipient of the
SMPTE SAMUEL L. WARNER AWARD 1962
MANUFACTURER OF THE YEAR AWARD 1967

See your CENTURY dealer or write:

Century **CENTURY PROJECTOR CORPORATION**
NEW YORK, N. Y.

Fountain Valley D-I (continued from page 22)



The Fountain Valley sprawls over 28 acres and easily accommodates 2000 cars.

present a motion picture on one of the world's biggest screens, 90 feet high by 140 feet wide.

Patrons comfort is matched only by patron safety, with constant protection by special security police.

Outdoor splendor was also a goal of Pacific designers. Landscaping rivals many southland beauty spots. Massed banks of flowers cover a 25,000-foot area at the illuminated approachway. Specially designed, artfully placed soft lighting accentuates the pleasing outlines of the massive front, the gardens and grouping of fountains jetting into the night sky.

What is believed to be the only deluxe carpeting in a snack-bar building provides a touch of luxury. Pacific believes patron acceptance of the Crestwood quality of floor covering takes the drive-in theatre industry once and for all out of the besmirched "mud-hole" and "passion-pit" alliteration.

The snack bar features specialties and a full quality menu of gourmet delights. Covering 15,520 square feet, the "restaurant" is equipped to serve 5,000 patrons during an orderly 15-minute break. The power-equipped kitchen and serving facility packs enough electrical energy to light 500 southcoast homes.

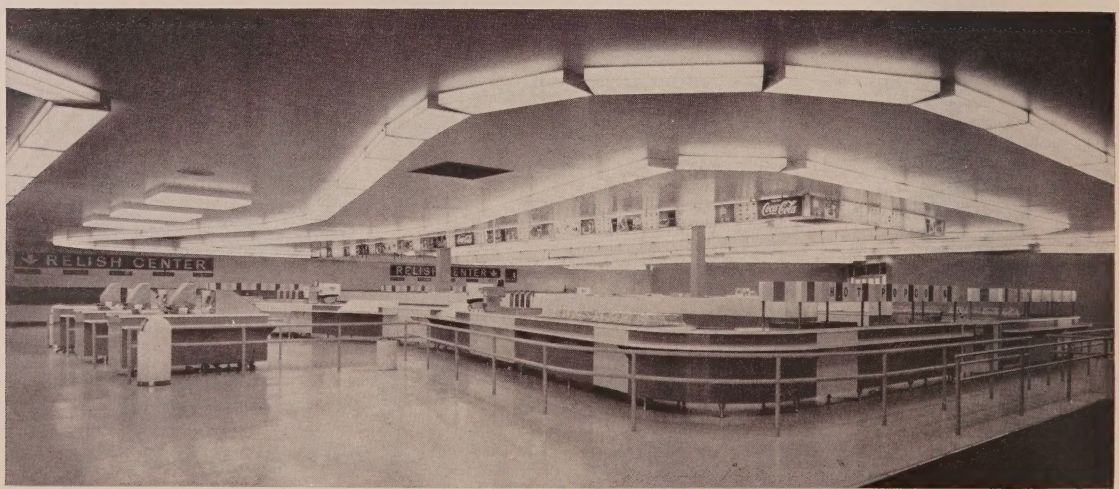
Latest technological advances have been more than met in such areas as the projection booth, where Simplex projectors are equipped to present, with clarity, all-purpose film sizes from 35mm to Cinerama, beamed by strong electric Vent-Arc lamps. Sound, by Altec-Lansing, picks up, through giant-size speakers, the slightest whisper.

Automation through electronically controlled traffic flow has made boxoffice bottlenecks at the theatre entryway a thing of the past.

House is managed by Hargis Arnett, under district management of Ed Corbett. Frank Diaz is division manager.

Equipment Credits

Theatre Consultant
Mel Glatz & Associates
Director of Construction .. Zack Beiser
Project Manager ..... Ed Gutzman
Screen Tower ..... Richwell Steel Co.
Attraction Board & Signs
Advance Neon Company
Projectors ..... NTS Simplex 35/70mm
Projection Lamps .... Strong Electric Co.



The drive-in offers a full and quality menu via high-speed check-out system in cafeteria.

When it comes to performance, the giraffe goes to great lengths. So does Dr Pepper.

Take our Dr Pepper syrup. It outstretches all others. 41 cc's to a 10 ounce cup, for example. 36 cc's for a 9 ounce cup. And when it comes to reaching out for customers, Dr Pepper's a mighty tall performer. That's because it's not a cola, not a root beer, but a blend of deep fruit flavors.

Time to stretch *your* profits? *Write: Fountain Division, Dr Pepper Company, P. O. Box 5086, Dallas, Texas 75222.*

Dr Pepper

Dr Pepper Company, Dallas, Texas, 1968.

NTS' PEC 1000 Automation Equipment

Initial Theatre Installation Reported Successful In Exhibition's Search For "The Perfect Show"

By ART BALDWIN
Vice-President
National Theatre Supply Company

PROMINENT exhibitors and forward-looking theatre circuits are reporting increasing success with National Theatre Supply's PEC 1000 automation equipment for programmed control of motion picture theatre projection. Over 5,000 hours and 5,000 changeovers with precision and without any reported difficulties have clocked since the initial PEC 1000 prototype installation went into operation last June at the Mall Theatre, Jackson, Miss.

Today Projection Electronic Control (PEC 1000) is in operation at a growing list of theatres including the Malco Theatre, Tupelo, Miss.; the Arcade Theatres in Baltimore, Md. and Owensboro, Ky.; the Southwest Twin Drive-In Theatre, Memphis, Tenn.; and Associated Theatre's Cinema I and Cinema II at State College, Pa.

The primary saving in labor cost is the major influence governing the growing interest in remote control programmed projection. With PEC 1000, a projectionist can be upgraded, since he doesn't have to spend all his time in the projection room. He can perform other duties that eliminate partially, or entirely, other personnel, such as doorman, usher, maintenance man, concession salesman, assistant manager, or even manager, depending on his capability. In this way, an otherwise marginal house can be made into a profitable operation.

Another reason to automate is the belief by some exhibitors that a perfect performance will result. In other words, one changeover an hour by automation instead of three an hour by hand operation. There's no real opportunity for goofing off while the automation does it automatically. Certain exhibitors are interested in the perfect show and they feel this is better obtained from automation than from manual operation.

Still another reason to automate is the safety feature provided in the PEC 1000 system which has a 'Fail Safe' device. If the film breaks everything is automatically shut off. As far as what an exhibitor can expect from remote controlled motion picture projection, a close-up study of the PEC 1000 reveals that it takes care of virtually everything in the projection room that has to be done.

It ignites the Xenon or carbon arc lamphouse; starts the soundhead motor; lifts the fire shutter; dims out the auditorium lights; opens the front curtain; changes screen masking to proper ratio; changes over to projector #2 to repeat the same cycle of Xenon or carbon arc auto strike, starting the soundhead motor, lifting the dowser, etc., as it shuts off projector #1; raises the auditorium lights; and closes the front curtain after the completion of the show. Furthermore, it can all be programmed in advance by the electronic heart of PEC 1000—The Programmer Control Cabinet. This is the command post that does all these things.

Fundamentally, the PEC 1000 Programmer Control Cabinet has six pre-set position switches that can program one show completely and, where needed, even up to two complete shows. This can be accomplished by the operator merely switching positions on the control cabinet.

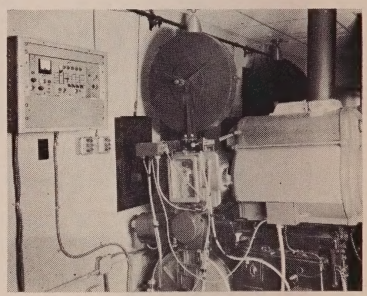
For ease and economy of installation, the system is nearly all plug in—no great maze of electrical wiring is needed. Only 15 connections on a terminal strip are required and there's a minimum of wiring—mostly low voltage 24 volt cable. It takes about one-half day to install the whole thing. Previous electrical-contact sensing systems required much more wiring and connections and took much longer to install.

For ease of operation, there are no parts to be replaced as in a projector. This is the new Module concept—a dynamic change. PEC 1000 has five basic modules, any of which can be easily removed, sent to the factory, repaired and returned in short order for a nominal flat fee per module.

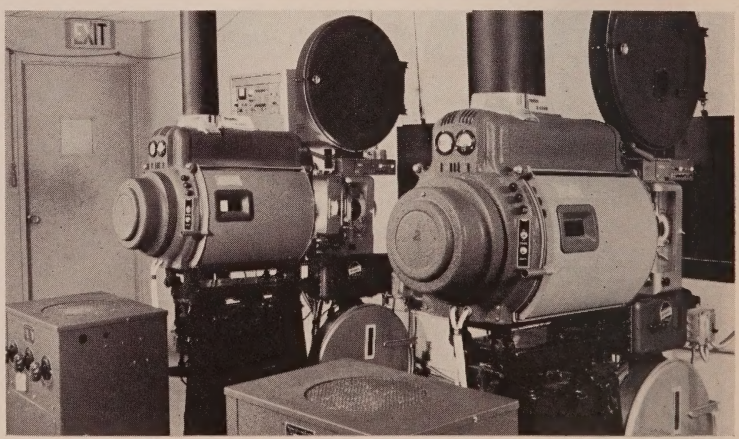
The PEC 1000 changeover sensing tape applied to the film is only ½" long × ¼" wide. Nothing touches the film as it does in some of the other systems—there's no need for constant cleaning. It's positive. It doesn't miss a changeover.

Automation will not make poorly operating equipment work any better. In fact, it is preferable to automate with better equipment so a projectionist doesn't have to be standing there to make adjustments required on inferior equipment.

Current cost of National Theatre Supply's PEC 1000 lists at approximately $3,750. Also needed are a few support items like 6000' magazines, 24" reels and an automatic rewind—unless they are available from the old 3D days. Most existing arc lamps cannot be automated unless they have automatic arc gap positioners. This means adding another $5,000 to $6,000 for new Xenon or Carbon Arc lamps and rectifiers that can be automated. Total cost of the entire system and necessary items would thus be in the neighborhood of about $10,000. Exhibitors who have already automated figure that the labor cost saving, alone, will pay for it in three to six years, if not less.



This view of the non-operating side of the Simplex projectors in the Cinema I Theatre illustrates, at the top left, the Programmer Control Cabinet of the PEC 1000 Projection Electronic Control System. Also shown are the BX leads to the plug-in power module for Xenon, changeover, projector motor, fail-safe and programmer components on the top front of the projector mechanism.



Projection room of the new Cinema I theatre in State College, Pa., recently equipped by National Theatre Supply Company. Shown are two Simplex XL projectors with automation sensing and power modules mounted between upper magazines and mechanisms. Strong Xenon lamps and power supplies are used with this system.

Seeburg show stoppers

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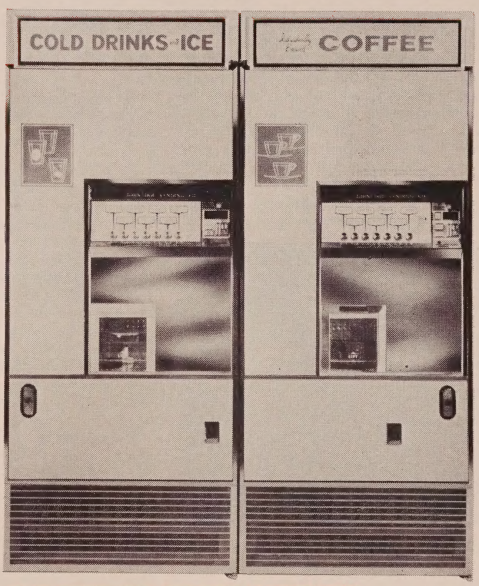
A fresh, crisp look with high style to promote high volume. Coffee vender incorporates dry grounds gravity brew system — eliminates wet grounds. Magic Cold Drink merchandiser vends with or without crushed ice.



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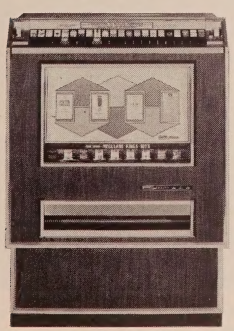
Completely bankable! Each twin has stainless vend shelf for multiple purchases and stainless flooring. Cold drink unit has up to 1500 cup capacity — serves with shaved chunked ice, or no ice at all. Twins designed for effortless maintenance and service.



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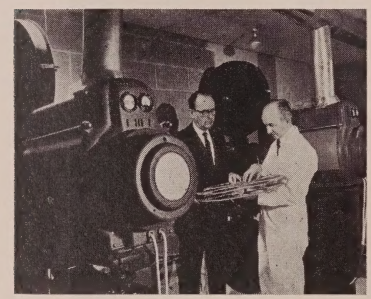
Projection Lamps For Automated Theatres

Quality Xenon, Carbon Arc Equipment Offers Choice For Use With Automatic Projection Systems

By NELSON E. ALEXANDER
Marketing Manager
Strong Electric Corp.

IT IS RATHER premature to assess the extent to which exhibitors will adopt automatic projection systems and, on the slight basis of experience, to evaluate plus and minus advantages. Accordingly, The Strong Electric Corporation takes the position that as a leading equipment manufacturer it should make available that part of current systems which concerns projection lighting, without attaching recommendations as to the best lamps of the best light sources. That point revolves largely around screen sizes.

Strong believes that in considering automatic projection systems the exhibitor should be given a choice of carbon arc and Xenon lamps. With the introduction of Strong's new X-60 6000 watt Xenon Lamphouse any size screen can be adequately illuminated by either type. With all United States built components, including the igniter and bulb, the X-60 makes possible large screen illumination heretofore limited to carbon arc lamphouses. If the exhibitor elects to use carbon arcs, Strong's latest type Futura II lamphouses, which embody automatic carbon positioning control, together with special modified rectifiers are ideal for use with automated presentations of up to 2½



The Malco Theatre, Tupelo, Miss., is among the first to equip for automatic projection. With the installation by National Theatre Supply Company of two Simplex X-1000 watt Xenon projection lamps, wired for autostrike, and two silicon power supplies, the Malco is ready for automatic presentation. Shown are William Schrecker, manager, left, and Bernie Jeffreys, projectionist.

hours in length. A constant white screen light of stable intensity and color, evenly distributed over the entire screen area, is automatically maintained. The correct position of the positive crater is automatically controlled by a sensing element which governs the speeds of the separate positive and negative Bodine geared head motors, advancing the carbons as consumed to maintain a uniform gap length. Burning time is adequate for a show of this length and provides for suitable carbon burning-in time.

Top current with a 13.6mm trim for the 2½ hour show using two projectors is 150 amperes. With an 11mm positive carbon the maximum current is 100 amperes.

For striking the arc a cylindrical expendable electrode is inserted between the positive and negative carbons. These electrodes can be supplied consistent with the size of the carbons and in various lengths to correspond to the arc gap used.

The optical system matches the requirements of all projectors, 35mm or 70mm.

For arc currents below 135 amperes a choice is offered of water or air cooled heavy duty silver positive carbon contacts. The 13.6mm trim Futura II for currents above 135 amperes uses water cooled contacts only.

A self-contained centrifugal blower ventilating system cools the carbon feed mechanism and lamp base.

A big 18-inch first surface Tuf-Cold reflector developed by Strong and bearing a two-year sliding guarantee, is provided for use with those lamps burning at 95 amperes and above. Low aperture temperature assures perfect projection without film damage and buckling which results in in-and-out focus. Silvered reflectors are provided with those lamps burning less than 95 amperes. A constant curtain of forced air flows over both surfaces of the reflector, greatly reducing thermal stresses which might result in reflector breakage. This air current also keeps the products of combustion off the reflector surface.

Rectifiers for currents up to 135 amperes can be either a single modified Bi-Powr, or two Red Arrows, one for each lamp. For currents up to 150 amperes the modified 160-ampere Bi-Powr should be used.

The following Futura - Bi-Powr systems have been established for use with an automatic system: two Futura II lamps and one Type 74001 modified 160-ampere Bi-Powr rectifier for use up to 150 amperes with 13.6mm positive trim; two Futura II lamps and one Type 74000 modified 135 ampere Bi-Powr rectifier for use up to 135 amperes with 13.6mm positive carbons; and two Futura II lamps and one Type 74003 modified 105-ampere Bi-Powr for use up to 100 amperes with 11mm positive carbon.

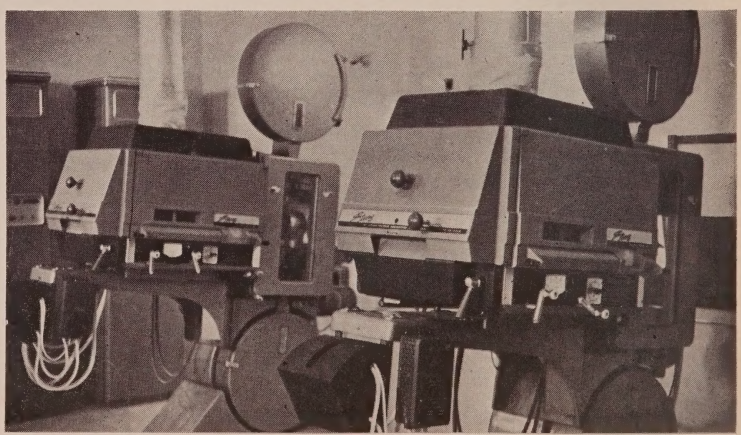
Strong now offers five models of Xenon projection lamps, with one to best meet the requirements of any applicaters. Upon ignition of the bulb no attention is required to Xenon lamphouses which have been properly focused for best uniformity of field.

There are no moving parts such as gears, no reflector deterioration from copper drippings and no dirt or soot.

The Xenon bulb is a quartz envelope containing two tungsten electrodes in a pressurized Xenon gas atmosphere. The bulb produces a steady pure white light with daylight color quality. (Color temperature 6000 Kelvin). A 14″ diameter main reflector and a smaller auxiliary reflector project maximum light from the bulb to the film aperture with a minimum of heat.

A built-in ignitor, designed with a protective device to eliminate sound system interference, provides correct starting voltage.

A Strong Type 23555 ozone filter is available for use with Xenon lamps up to 2500 Watts where ductwork venting to the outside of the building, is impractical.



The projection booth at the Cine Diana Theatre Institution, Guadalajara, Jalisco, Mex., is equipped with Strong Futura projection lamps and associated power equipment.

If you want one reason for serving Pepsi, this is it...

The Pepsi generation!

Do you know what's happening? An explosion's going on—a generation explosion. Half the country is now under twenty-five. One hundred million people. The Pepsi generation. But don't think the Pepsi generation includes only those under twenty-five. We talk just as strongly to everybody who *thinks* young. We call them all the Pepsi generation and we talk their language in our advertising. That gives you quite a market.

And as a bonus we toss in the biggest name in diet colas–Diet Pepsi. That's the one your weight-watching customers enjoy so much, and the one your girl-watching customers appreciate so much. Put Pepsi and Diet Pepsi to the test in *your* theater.

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A Discussion Of Automated Programming

An In-Depth Presentation And Evaluation Of Theatre Automation, Remote Control For Showmanship

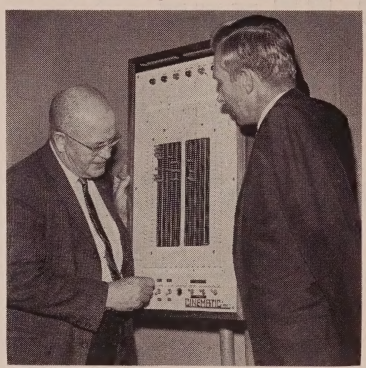
By AL BOUDOURIS
President
EPRAD

SEVERAL YEARS ago, a Hollywood producer, weary of attending theatres where his films were 'murdered' in faulty presentation, offered a thousand dollars to any projectionist who could present a 'perfect show.' A show where the auditorium lights dimmed gradually; where the title curtain parted at exactly the right moment; where the sound and the picture hit the screen in complete focus simultaneously with the proper light intensity and the correct sound level; where the changeovers were so beautifully timed that the spectator was completely unaware of any change in screen quality; where the title curtain again swept in at the proper moment after the end of the film and the house lights were brought up to the normal level. That courageous film producer still has that check for one thousand dollars!

It is very possible that the Hollywood producer may withdraw his offer—before several dozen projectionists across the breadth and the width of the country descend in droves to pick up the money. Why? Because, with automatic programing, a 'perfectly timed film presentation' will no longer be a great oddity, in fact it is becoming commonplace. Before automatic programing arrived on the American scene the projectionist was so loaded down with duties that he actually had nothing to do with the way the picture looked on the screen, or the manner the sound was transferred to the auditorium, that he could not possibly concentrate on the very job he was employed to do—and that, of course, was to present a film in the manner it was conceived by the creative personnel of the film capitals of the world. Remember, the projectionist—as the very name implies—was originally hired to project the film on the screen.

Now, by giving him technical programing equipment—a dependable helper that will never be ill or late for work; who does not require food or the demands of nature, the man in the booth may become a kind of master technician as well as assistant manager. With the very act of 'projecting the films on the screen' performed by an extremely accurate film control, this *master* technician can sit in the auditorium and experience the film through the eyes of not only a *projectionist*, but a *member of the audience*. For the first time in his life, he will be actually seeing the film on an emotional level, be conscious of the framing, focus, light distribution and sound level.

Once this master technician knows every frame of the current product he is showing, he can leave the auditorium as he has left the booth and assume other duties in the theatre. An assistant manager's job has had in the past very little prestige and even smaller pay, because the actual manager did most of the work. Many exhibitors can not afford to pay a good salary for an aide. Now, with the technician performing his own projection tasks so well with the aid of automatic programing, he will have ample time to really lend a helping hand to the manager. Well paid, for the first time since his duties became so onerous, a new bright kind of man in a white collar will be attracted to the trade. Projectionists in the field today, to a man, will be overjoyed to achieve at last a new kind of status in the theatre. The IATSE has already indicated publically that it plans to provide membership with technical books and pamphlets to assist with automatic programing. The SMPTE, this year, will publish a manual expressly for the exhibitors; expert information on theatre operation. The most famous book of projection is now being re-written to include all the new developments in screen techniques—including automatic programing.



Guy Campbell, left, RCA service manager, Atlanta, discusses automation unit with Bill McKenzie, Queen Feature Service, Birmingham, who provided EPRAD-RANK Project-O-Matic system for first EPRAD-RANK automated theatre in United States —The Madison, Lyric Amusement House, Huntsville, Ala.

So there will be available very shortly, the kind of information that our industry needs to accept and to promote automated programing. Again, the IATSE has pledged full cooperation in keeping membership abreast of all the new developments in the field.

It is well within the realm of possibility that from five to 10 thousand new theatres built on a type of franchise agreements will be created within the next few years, possibly based on/or new 35mm processes to be available soon. Imagine entire features on two reels or 3-D without all the gadgets and compact airborne systems which are now available. These theatres will be small and luxurious, truly intimate showcases that will dot the outflung suburban areas of our cities, where population growth indicates the necessity for such houses. In the great reaches of our country, a single theatre will be located in one or among several small towns. Many of these houses will feature road shows, which year by year will increase in number. Some 18 of these special films are going to be produced during 1968 alone. With a higher all-over gross, there will be more films produced, and the profit for both Hollywood and the exhibitor will increase sharply. This synergistic effect could well be exactly what we need.

Let us be honest, the motion picture industry, like any other great concern, is controlled by economics. However, more properly, as the subject concerns us, the word should be 'economation' instead of 'automation.' Because, in the last analysis, the economy attached to automation, by presenting a virtually 'perfect show'—something that is rarely accomplished—is not only a great asset to the exhibitor, but greatly appreciated by the patron as well. Also, the film companies get such a high percentage of our lower box office receipts that we don't have much money left to hire the skilled help we need to operate the "effect devices" that will place the theatre back into the realm of a magnificent experience. By "effect devises" I mean the rainbow system of lighting that can change the color of a lobby from one show to the next, add breathtaking colors to the title curtains and the auditorium itself. These effects were extremely successful when used years ago and now in England where they have been revived. This special lighting can be programmed, of course, along with the phases of other automatic equipment. These special 'touches' will soon be necessary in our theatres if we are to compete with movies on "free" television at the film cost to the tv stations of approximately 16 cents per thousand people per year. We must think and plan ahead, so that the younger generation will *want* to go to the theatre, not only to be entertained by superb extravaganzas, perfect film presentation, but lighting and other special effects which they can experience nowhere else.

We can no longer afford a stagehand crew, and in many cases, only one man in the projection room. By giving our movies to free television, some times as early as six months after release (as in the case of "Welcome to Hard Times"); this blood-letting forcing our theatres to be run down to the point where there is no glamour left; by no longer being showmen, and therefore putting on a real show' we have lost our 'sex appeal.'

We have reached the point in this industry of ours, whether we must decide if we are going to go ahead—or stagnate. Programmed automation is only one of the many aids that we must embrace. When we can present a flawless film presentation, then we must have a ready supply of first class products to exhibit. A programmer is not worth much unless it has something to program.

Programmed automation will be ideal for drive-in theatres. In a way, the outdoor theatres offer less problems and greater returns in convenience. The parking lot and playground lights can be set to turn on slightly before dusk and the concession equipment, such as popcorn poppers can be heating, so when at-

(*Continued on page* 46)

OCCIDENTAL CENTER THEATRE, LOS ANGELES, CALIF.

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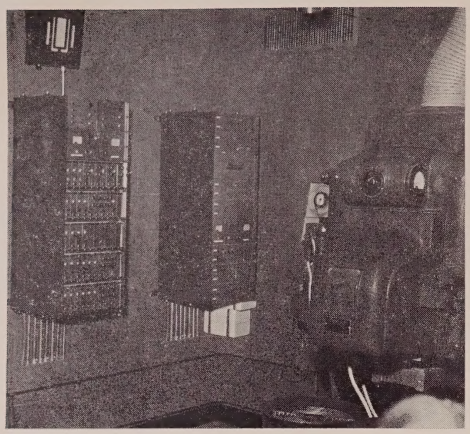
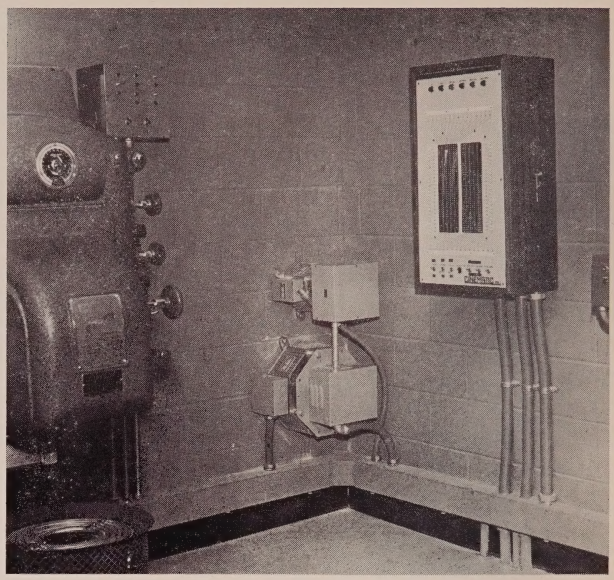


View of the projection booth showing Norelco transistorized sound system on wall and rear of projector.



The Eprad-Rank "Cinematic" automation unit was placed against one wall of the projection booth at the Madison Theatre, Huntsville, Ala. This was the first theatrical installation of this equipment in the United States.

THE AUTOMATED MADISON

THE REDSTONE Arsenal and the NASA Base are located in Huntsville, Ala. So, too, is the nation's first theatrical installation of Eprad-Rank automation equipment.

The equipment was installed in Lyric Amusement Corporation's Madison Theatre, located in the Memorial Parkway Shopping Center in Huntsville, on the suggestion of Bill McKenzie, Queen Feature Service.

According to McKenzie, the installation of automatic equipment in the projection booth and auditorium would greatly assist the theatre's projectionists. McKenzie also felt that the patrons in Huntsville, who are gathered there from all over the country for the NASA project, would be interested in supporting a first-run house with automatic features.

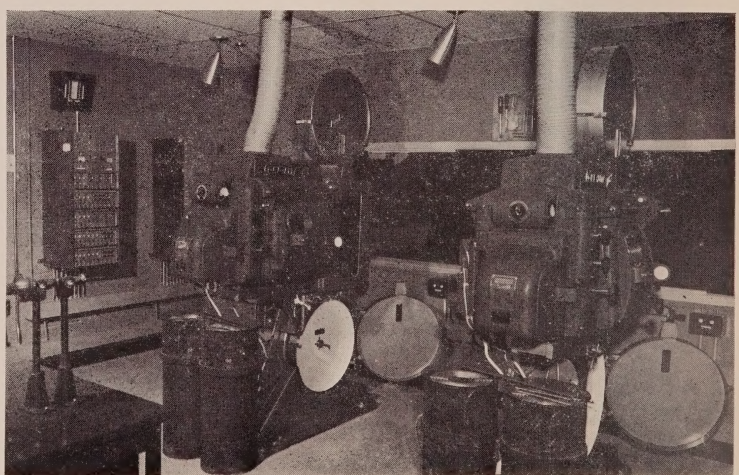
The projection booth of the theatre contains twin Norelco 70/35mm projectors with Nerelco lenses and Ashcraft's "Corelite 136" projection arc lamps and Ashcraft rectifiers. The sound is all transistorized by Norelco. The speakers are Altec, and film handling equipment is by Neumade. Mel Studt, RCA engineer, installed the equipment under the supervision of McKenzie.

The Eprad-Rank "Cinematic" automation units are placed against one wall of the booth. They perform the following functions by pre-set pins placed in the unit by the projectionist: the tape deck turns on, house lights dim, footlights turn off, title curtain opens, masking adjusts, projector starts, pellots strike the carbon arc, tape deck fades out and the picture begins. The coded film—via "pulse strips"—makes the changeover between projectors. At the end of the film, the process is reversed.

Because the theatre had to fit into a preconceived area in the shopping center, architect Sam H. Haney, decided to use his main ideas for the interior of the theatre. Therefore, he designed a simple exterior, using light brown marble with bronze glass-tinted doors. For patron convenience, there are two box-offices, one inside and one outside.

The lobby ceiling is acoustically angled, dropping low over the concession area. Concealed lighting over this area prevents glare. A chandelier of 12 circular globes with low shaped pendants, hangs in the center of the lobby. A spacious feeling is created by the lobby floor, made of beige terrazzo, sprinkled with green chips. There is also a small "inner lobby" or standing room area between the lobby and the auditorium.

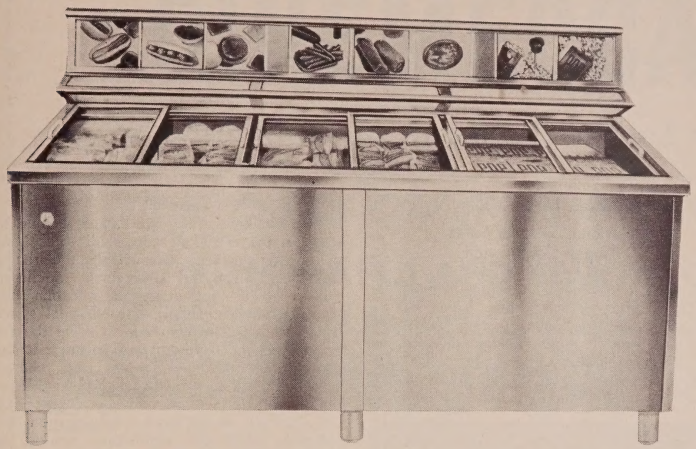
The color scheme of the theatre is pale green and blue, suggesting a cool atmosphere. 2,000 yards of drapery fabric line the auditorium. Special interest is formed by the placement of light standards against each wall and at the back, which reflects circular patterns up the folds of the drapery material to the ceiling. The 803-seat auditorium features American Seating chairs upholstered in a green-blue textured fabric that matches the wool carpet. The screen is by Technikote.



Overall view of the projection booth. Equipment includes Norelco 70/35mm projectors with Norelco lenses and Ashcraft's "Corelite 135" projection arc lamps and rectifiers.

Why do you make more food profits with . . .

Vittle Vendor



Vittle Vendor V-90. All stainless steel hot food dispenser. Each compartment is individually-controlled. Sliding shatter-proof glass doors hold heat, provide full display of foods in illuminated interior. Back-lighted transparencies merchandise foods. Menu and price ticket channel on superstructure.

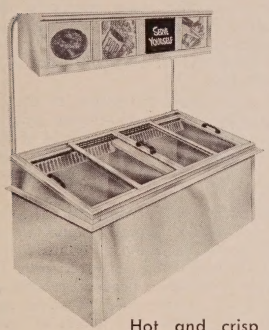
Simple. You can offer a greater variety of foods—from tempting hot sandwiches to popcorn—served at just right temperatures.

You can move more people quicker, because all foods are pre-cooked and pre-wrapped for self service. And when customers serve themselves, they spend more and you save labor costs.

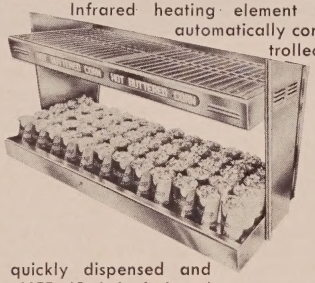
Why not take a look at Vittle Vendors? The V-90 model has two moist sections for hot dogs, hamburgers, chicken, other foods requiring heat and moisture, and a dry section for crispy foods—shrimp rolls, french fries, pizzas. There's plenty of space for stocking foods. Each section holds 8 stainless steel storage pans. 16 pans are supplied as standard equipment.

If you prefer drop-in counter units, you can get the VCW-36 with two moist sections, and the VCD-48 with two dry compartments. For the ever-popular hot boxed popcorn, hot buttered corn and pizza, you'll want Vittle Vendor overhead warmers with illuminated product display and eye-catching merchandising sign.

Write for Catalog V-1 for the whole story.

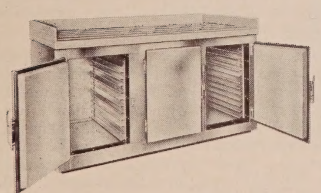


Vittle Vendor overhead warmer has removable wire grate on top for extra storage and display. Dazzling sign illuminates product display. Infrared heating element is automatically controlled.



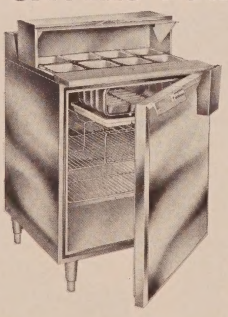
Hot and crisp foods are quickly dispensed and restocked from the top of the VCD-48. It is designed for easy drop-in counter installation.

COMPACT SPACE SAVERS FOR BUSY DRIVE-INS



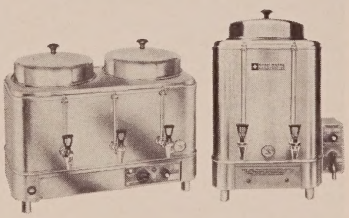
Work Table Above Refrigerator Below

Save floor space, add convenience. Star Metal's refrigerated base units provide complete flexibility in preparing and storing foods. Shelves, tray slides and roll-out accessories. Get Catalog WA-6-S.



Small Unit — Large Capacity

Polar Compact sandwich, salad, refrigerated Units solve space problems inside and out. 6 cu. ft. capacity in 27″ x 27½″ floor area. Ideal for fast food service operations. Write for Catalog PC-2.



Fine Coffee — Easily Made

Starbrew coffee urns add extra profits. Electric and gas units available. Catalogs available.

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Eight-Channel Sound For D-150

Improvements In Theatre Sound Systems Continue As Screens Grow Larger, Audiences More Demanding

By E. M. LEWIS
National Theater Sales
Ampex Corporation

THEATRE sound systems have come a long way since 1927, when the voice of Al Jolson was brought to life in "The Jazz Singer," the first motion picture employing sound. Magnetic audio recording, introduced by Ampex Corporation in 1947, offered improvements over reproduction and optical sound, and made possible the first true stereo theater sound system in 1953.

Ampex developed a six-channel magnetic theater sound system in 1955, and was presented with an Oscar award from the Motion Picture Academy of Arts and Sciences. "Oklahoma," released in 1955, was the first movie using six channels of sound instead of four. It was produced with the Todd A-O process, on 70mm film instead of 35mm.

For six-channel sound systems, five speakers were located behind the screen, and effects speakers drawing from the sixth audio channel were placed on walls of the theater surrounding the audience. Six separate sound tracks, each 100 mil in width, gave "Oklahoma" much better sound reproduction than the standard 50 mil tracks. When first released, the film was shown with separate film and sound tracks. Sound striping was added to the composite prints within six months.

Most United States roadshow theaters today use the Todd A-O type theater sound system. Many film studios use it for previewing and for quality checks. The value of the Todd A-O system lies in its ability to reproduce a sound track on a separate iron oxide-coated film. Todd A-O also can reproduce six tracks of magnetic sound on 70mm film, four tracks of magnetic sound on 35mm film, a single track of optical sound on 35mm film, and intermission programs from a non-synchronous source.

Typical of the contemporary theaters employing six-channel magnetic sound is the circular-domed Century-21 Theatre in San Jose, Calif. Century 21 uses five Voice of the Theater A4X speakers on stage and eight Voice of the Theater A7-500 speakers surrounding the audience. Each of the eight amplifiers has a rating of 120 watts for a total of 960 watts. Designed for wide screen Cinerama showings, the facility seats 940 persons.

In the projection booth at the Cinerama Pacific Theatre in Hollywood, E. M. Lewis, right, theatre specialist for Ampex Corporation, discusses performance of eight-track magnetic system with Zack S. Beiser, construction supervisor for Pacific. In left background is bank of preamplifiers and power amplifier racks, heart of the sound system for single lens 70mm Cinerama films.

In 1967, Ampex developed an eight-channel solid-state theater sound system for use with the versatile D-150 All Purpose Projection System developed by Dimension-150, Inc. The sound system occupies about half the space of previous systems.

Five speaker systems are located behind the stage in the D-150 process, with three banks of effects speakers surrounding the theater audience. "Surround" speakers of six-channel systems all derive their signals from one audio track, while the D-150 eight-channel system has three separate channels to drive the surround speakers. The three separate channels provide flexibility to control each channel separately and to provide more power. If the signals all came from one sound track, the level of each would have to be adjusted individually. With the eight-track system, six stripes of iron oxide still contain all the sound information on the film. The control tracks are superimposed on the program track.

Despite the deep curvature of the screen, the D-150 process eliminates the problem of cross-reflection, while increasing contrast and color-saturation. The lenses introduce mild rectification of the image to permit distortion-free viewing. Sixteen foot-lamberts of light is returned to the viewer. The gain factor is approximately two.

Lenses range from 150-degree to extreme telephoto. Field of the 150-degree lens approximates the human binocular field of view —it includes essentially everything a person would see if he were standing at the camera's vantage point.

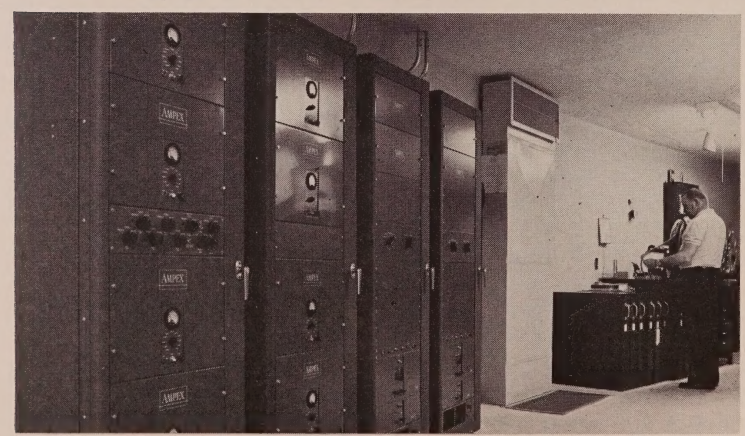
Picture-screen width of conventional 35mm film is 40 feet. For 35mm anamorphic the width is 47 feet. Conventional 70mm is 53 feet wide, but Dimension-150 is 70 feet wide. The latter figure is variable, depending upon the geometry of the theater, since width of auditoriums, ceiling height and length of throw must be considered.

D-150's motorized screen masking system permits selection of any of these standard picture sizes. It is controlled by simple push-button selection at each projection operating station. Separate adjustments for top masking and side masking provide an unlimited variety of picture widths and heights. Duplicate control panels are provided to operate screen masking and curtain from a backstage location, should the need arise. Screen frame, curtain and masking tracks all are combined into a self-contained package.

In addition to the eight-channel system, an Ampex four-channel sound system is available for 35mm films. Four-channel magnetic and single-channel optical is available for indoor theaters. Drive-in theaters use only single-channel optical systems. Large systems are available which reproduce all combinations. Seventy millimeter film always uses at least a six-channel system.

Solid-state components began to replace vacuum tubes in the early 1960s. But the first solid-state components often were unreliable because they were not originally designed for use in theater sound systems. These components instead were adapted from other sources. Ampex developed a line of solid-state compo-

(*Continued on page* 48)



Row of six-channel sound racks in projection room of Century 21 Theatre, San Jose, Calif.

CINEMECCANICA

presents

THE *Victoria-18* PROJECTION SYSTEM

AUTOMATED AND REMOTE CONTROLLED

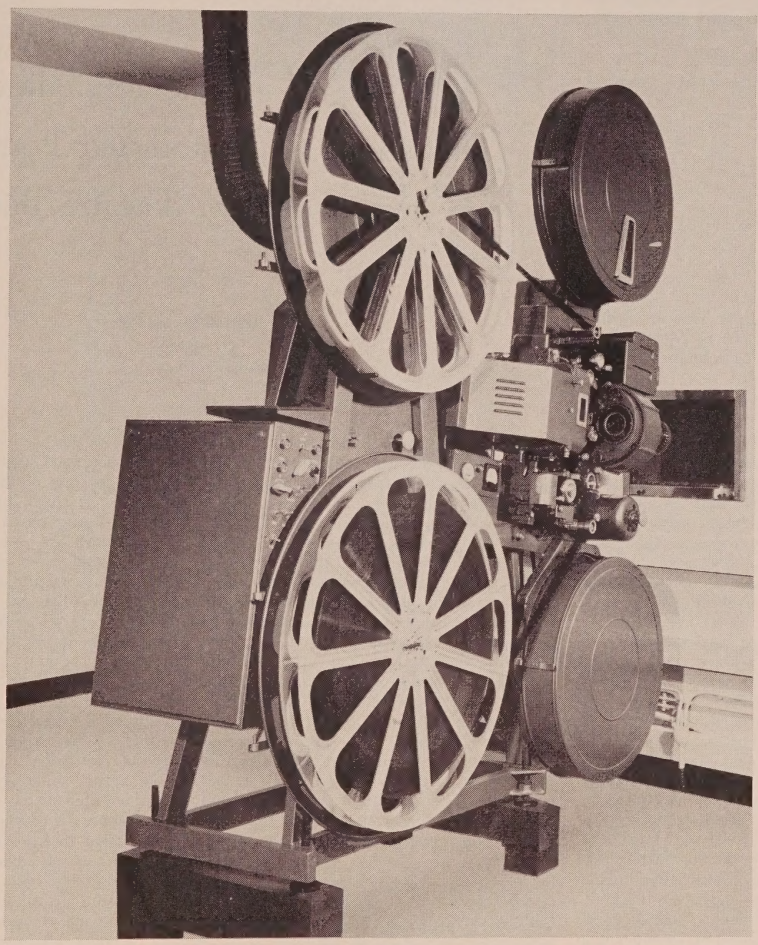
Photograph shows 35/70 installation Lumiere Gaumont Theatre in Paris

Also available as 35mm optical only system

No special rewind required. Large reel is made up, rewound and taken apart on machine

13,000 foot capacity for large reels

6,000 foot capacity for small reels



Remote Control Facilities

1. Start-stop
2. Frame
3. Focus
4. Control Volume
5. Change Lens
6. Change Aperture

This system was in full operation at the NATO Convention in Miami and convinced many theatre owners and projection experts of its ability to operate unattended.

The Victoria-18 is being used in many European theatres and should be ideal for shopping centers and Art type theatres.

Consult your Theatre Equipment Dealer and Architect for complete details.

Distributed by XETRON Division CARBONS, Inc. CEDAR KNOLLS, N.J.

Century Projector Corp.'s Automated Projector and Theatre Control System

A Discussion of the Possibilities and Limitations Of Automated Equipment In the Modern Theatre Booth

Following are excerpts from an address recently delivered by Larry Davee, president, Century Corp., to members of 25–30 Club in New York City.

By Larry Davee
President
Century Projector Corp.

By way of getting our feet on the ground and so that we can better analyse what we are talking about, we must all understand that "automation" is not new, either as applied to motion picture theatres or to manufacturing.

As a matter of fact, ever since machine tools, dies and patterns were conceived there has been "automation." One can safely say that automation has been used for 150 years or more.

Automation, according to the dictionary, is "a system or method in which many or all of the processes of production, movement and inspection of parts and materials are automatically performed or controlled by self-operating machinery, electronic devices, etc."

Another definition that should be given careful consideration is the word "automaton," which means "an apparatus with a concealed mechanism that enables it to move or work of itself."

Show business is not an automaton. The operation of a theatre and especially a motion picture theatre is not an impersonal thing.

It is interesting, from a manufacturer's standpoint, to see the interest in automation and the discussions about it when such important technical developments as Cine-Focus, Anapfet, and a new variable cut-off shutter blade which Century Projectors has developed and introduced are, in our opinion, some of the greatest and most effective developments in improved theatre operation that this industry has witnessed in 20 or more years.

Please do not get the idea that Century Projector Corporation is against automation. We are not against it—we are for it. We believe, at the same time, that we would be remiss and violate the trust, confidence, and respect that we have built up in this industry if we did not present our views about automation.

The publicity and the public statements would lead many to believe that you projectionists and we manufacturers have been asleep at the switch and have let this industry down.

On the contrary, you and we should be proud of the part we have played in keeping the industry alive and vibrant. Our difficulty has been in injecting our enthusiasm and initiative against those who would break down instead of building up and those who rebuild, repair, and "make do" with obviously inferior equipment. Some theatres are even operating with old 208, Universal Bases, R. C. A. and other obsolete, worn-out sound reproducers and with obsolete projector mechanisms that have not been made for 20 years or longer.

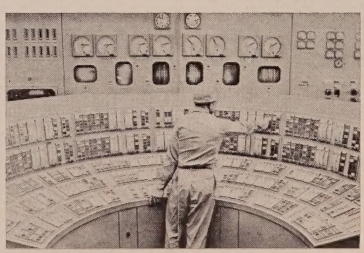


FIGURE I

It is time that we make our views heard so that we can make a successful motion picture industry in spite of those who would prefer to price cut, chisel, promote inferior equipment, and who refuse to recognize the improvements that are available here and now to do the kind of job that should be done.

As in manufacturing and in industry, the use of tools, dies and jigs are applicable to those processes where there can be a saving of time, uniformity of product, inter-changeability, ease of assembly, and quality control. No manufacturer or business man would think of adopting processes where improvements in operation or savings were not expected. Neither would such labor saving devices be considered if costs were higher, operations more complicated, personnel not available, or training programs not immediately available for the education of those responsible for its operation.

Education then becomes a great factor in the operation of automated equipment. We should also clarify the difference between remote control and automation.

Remote control means that a person "manually" operates certain pieces of equipment from a push button, by wires or flexible cables located at some remote place. This place may be a foot away or 100 feet depending upon the thing to be done.

FIGURE 1—Shows a giant "automatic" "remote control" system in use at one of the large power companies. Not only are many operations localized, but it is interesting to note that the switches which can be seen are the identical switches used in the Century

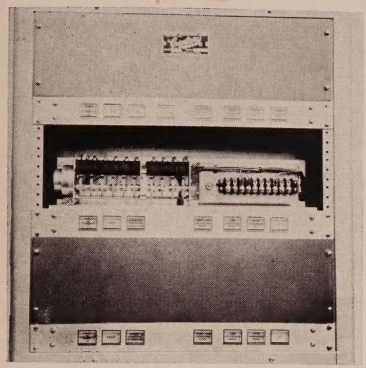


FIGURE 2—Shows the Century idea of a simple, straight forward Automated system designed for motion picture theatres and especially for motion picture projectors. It consists of three panels, two of which are used. One front panel is removed to show interior of projector control.

As there are two projectors, there must be two projector panels per installation. There is only one auditorium—so we need only one auditorium panel.

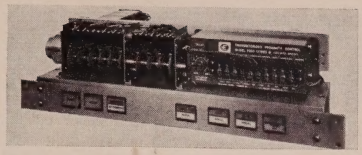


FIGURE 3—Shows the Projector Panel, the switches in order from left are (Start)—(Stop) — (Automatic-Intermission) — (Changeover-Manual) — (Lamp-Manual) — (Motor-Manual)—(Power on—Power off).

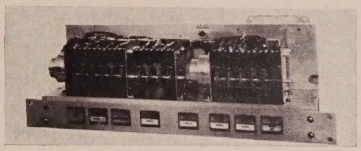


FIGURE 5—Shows the auditorium panel. The switches on this panel reading from left are (Start Show)—(Projector 1—Projector 2)—(Manual Intermission)—(Curtain Lights-Manual)—(Curtain-Manual)—(Record-Manual)—(Power on—Power off).

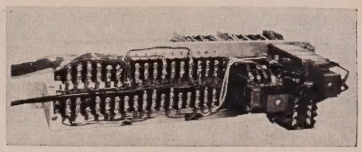


FIGURE 4—Shows the back of the projector control panel where all of the connections are made.

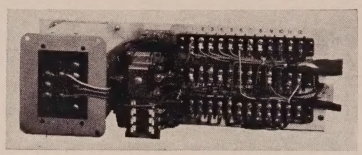


FIGURE 6—Shows the rear view of the auditorium panel with the connections completed.

Projector Corporation Automated Projector and Theatre Control system. These same switches and the sensing control system have been used in American business for years. They will work for years without troubles.

There have been frequent suggestions from some manufacturers that a remote control on the focusing of a projector would be desirable so that a "blind" projectionist can see the screen to better advantage and thereby "follow" the out of focus conditions.

Unfortunately, it is impossible to "feel" the direction the push button or the remote control knob should be moved. If the direction is lucky, the lens can move into better focus; if not, the picture will go further out of focus and then must be reversed. Exactly where to stop the lens for optimum focus is a problem which requires training and expert "feel" for the control. But remote control and automation have nothing in common.

It has been proven that with a properly designed projection system, the refocusing of the picture is unnecessary. This is Century's answer to freeing the projectionist from the responsibility of maintaining good focus.

We believe that this kind of operation is to be preferred rather than to "follow" an ever changing, flopping film that doesn't know where to go and is uncontrolled. Curved gates help this situation, but curved gates, plus Cine-Focus is our answer.

(See Figures 2 through 6 before completing article.)

The following procedure demonstrates how the equipment would work in the booth operation:

Turn on the power to all three panels. Thread the film into each projector, making sure the proper lenses are being used and that the light source is ready to operate. On the auditorium panel, a selection is made of the starting projector (either projector 1 or projector 2). Check the panels to make sure that the type of operation is indicated by the lighted designations as selected. Push the start show button.

Everything is now automatic. The lamp will light. The auditorium lights will dim. The curtain lights will dim. The curtains will open. The projector motor will start. The picture changeover will be made to pickup the correct projector. The sound changeover will be made. The non-sync (record) will cut off.

From this point on, as long as film is in the projector and the light source continues to burn, the projectors will automatically change from one projector to another.

While the projectors are running, they can be stopped at any time by pushing the stop button associated with each projector. This will automatically shut off the lamp house but will not change the auditorium. The projector may be started by pushing the start button.

As far as we know, this is the only system in which nothing touches the film and no electrical or mechanical contacts of any kind are used. The sensor pick up operates by means of a capacity change from a small metal tape placed between the frame lines. Only one is required which is measured to be the correct distance from where the changeover is to be made. This gives the initial and only pulse required. All other timing and operations are automatic.

Advances In Projection

Larry Davee, president of Century Projector Corporation, disclosed several new inventions by his company, including a new type of double shutter projector with dissolving shutter blades said to practically eliminate shutter flicker from even the brightest pictures while increasing the screen illumination by factors as high as 20 to 30 percent over "standard" single shutter projectors.

It was pointed out that such operation was possible only on double rear shutter projectors and that the new shutters could be installed on older model Century double rear shutter projectors.

A new lens control system now in development with the cooperation of Kollmorgen Optical Company was also announced. This new push button system will change the operation of a projector from anamorphic to wide screen to standard operation or special formats by merely touching a control button. This new control system is not on the market yet but will be available shortly.

CINEMECCANICA'S AUTOMATED-REMOTE CONTROLLED PROJECTION SYSTEM

With the Victoria 18 Automated-Remote Controlled Projection System, Cinemeccanica has demonstrated that it is possible to satisfy modern projection practices with a projector that can be unattended for long periods of time.

It is a single machine system as compared to other equipments using the conventional two machines, and after two years of operation in a total of 90 theatres, the overall results indicate that the design objectives have been achieved.

The control system consists of a combination of direct current signal pulses plus programmers which provide the following operation: A single push-button switch in the projection room or on the remote control console in the auditorium will energize the lamphouse power supply, ignite the light source, start the projector motor slowly and gradually build up to normal speed. It will also open the dousers, dim and extinguish the foot or house lights, then open the curtain with full picture and sound.

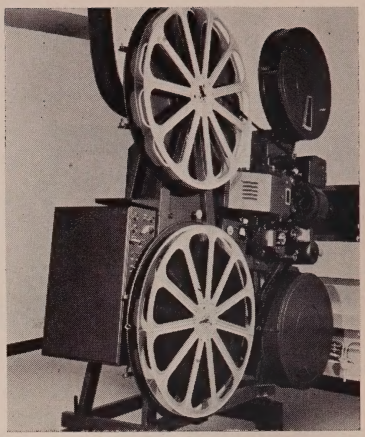
Well designed fail-safe devices are included which will turn off the light source, stop the machine, and turn on the house lights in case of a film break or if the machine slows down or stops for any reason.

Normally, the entire feature is on the large reel which has a film capacity of 13,000 feet. Cinemascope and Wide-Screen film can be mixed if required with a cue on the film to change the lens, aperture plate, and masking at the proper time. At the end of the feature presentation, the dousers are closed, curtain closed, foot or house lights turned on and machine is turned off, ready for rewinding. While this reel is being rewound, the show can be continued using the smaller set of magazines which will hold up to 6,000 feet of film.

The integrated system includes the motorized lens turret with automatic dual aperture and associated control equipment. Remote control facilities for framing, focus, volume control and picture brightness can be supplied as optional equipment when required.

A very clever solution to the large reel operation has eliminated any need for this reel to be lifted or carried by the projectionist. The incoming show is cut, spliced, and wound on the upper reel. The film is projected and taken up on the lower reel. At the end of each show, it is rewound reel to reel on the projector eliminating any need for a special rewinder. At the end of the play date, the large reel is taken apart from the magazine and returned to the small reels.

It must be noted that while this system will operate without a projectionist in the booth and perform functions normally done by the projectionist, it will not in any way reduce the need for a capable projectionist. It will encourage management to use the services of the projectionist outside the projection room and due to the fact that several of the normal duties of a projectionist can be performed from the remote station, this may be a means of improving the overall efficiency of the operation.



Cinemeccanica's Victoria-18 automated and remote controlled projection system was installed in the Lumiere Gaumont Theatre, Paris.

This type of system has much to offer to many theatres, especially in the new art type and shopping center installations. The philosophy of the improved projection by the use of large reels to reduce the number of changeovers and remote facilities for better monitoring of the screen presentation can be proved by the use of such equipment. The Victoria 18 is available in the 35/70mm version and also as a 35mm optical system only.

The Victoria 18 is distributed by the Xetron division of Carbons, Inc.

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Automation Extends To Theatre Boxoffice

AUTOMATION when applied to motion picture theatres, suggests convenience and ease of operation. Today's automated theatre system can be programmed to do many of the routine procedures necessary in the operation of a theatre, i. e. dim lights, raise curtain, start projector, etc.

An important part of the automated theatre and one that is sometimes overlooked concerns the theatre's admission system. The automated admission system involves turnstiles.

The Perey Turnstile Company has two types of turnstile systems—the turnstile and token system and the cashier turnstile system.

In the turnstile and token system, the customer receives a token after paying the admission price. He then proceeds to the turnstile where he deposits the token and enters the theatre lobby. There are usually two turnstiles, one for adults and a smaller one for children. This system is similar to the New York City subway system.

The second type is the cashier turnstile system which doesn't use tokens. The turnstile is located in front of the boxoffice. A customer pays the cashier and passes through the turnstile. This operation is designed to take a minimum of space, and is often used in small, intimate downtown art theatres. This system is similar to the Philadelphia subway system.

There are three major advantages involved in the turnstile systems—1) boxoffice control; 2) economic operation; and 3) traffic control.

The turnstiles contain automatic recorders and counters which accurately record total admissions—adults, children, and passes—and thus eliminate tickets and ticket takers.

For economic reasons, todays theatres accent the concession area. Therefore, the ideal location of the turnstiles should be between the boxoffice and concession stand. As the customer passes through the turnstile he would have to pass the concession stand before going into the auditorium. An attractive, well lit concession stand with pleasant, helpful personnel can increase concession sales.

Because turnstiles can handle traffic faster than a doorman tearing tickets, thus eliminating a delay in admittance to the lobby, turnstiles aid in traffic control.

Largest Theatrical Curtain

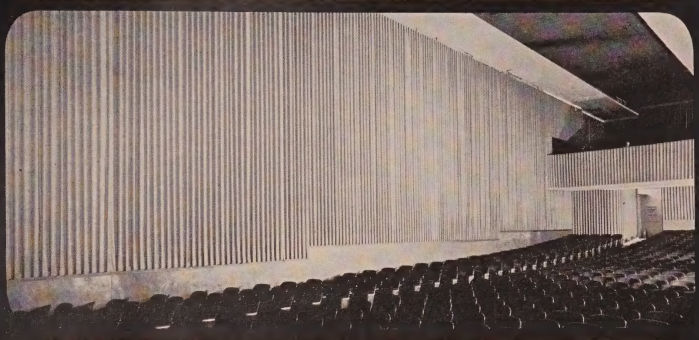
The world's largest theatrical curtain, Radio City Music Hall's new "house golds" measuring 240 feet in width by 62 feet in height, was installed recently by a 15-man crew working between the theatres closing at midnight and its reopening to the public in the morning.

Weighing more than 2,200 pounds and requiring 29,760 square feet of flameproofed rayon plush and fine-combed cotton lining, the "house golds" are in two pleated sections and operate electrically on traveler tracks set behind and above the Music Hall's proscenium contour curtain.

The "golds" were made by the Frank W. Stevens Studios in New York and installed for the opening of the Music Hall's Easter show.

SOUNDFOLD

This new acoustical drapery system is giving theatres a bright new look all over the country



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The Soundfold System provides adequate acoustical control when applied over concrete block. Additional backing material is not required. All materials are flameproof to meet Underwriters tests.

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Babylon, L. I., New York

RKO's NEW BABYLON TWIN

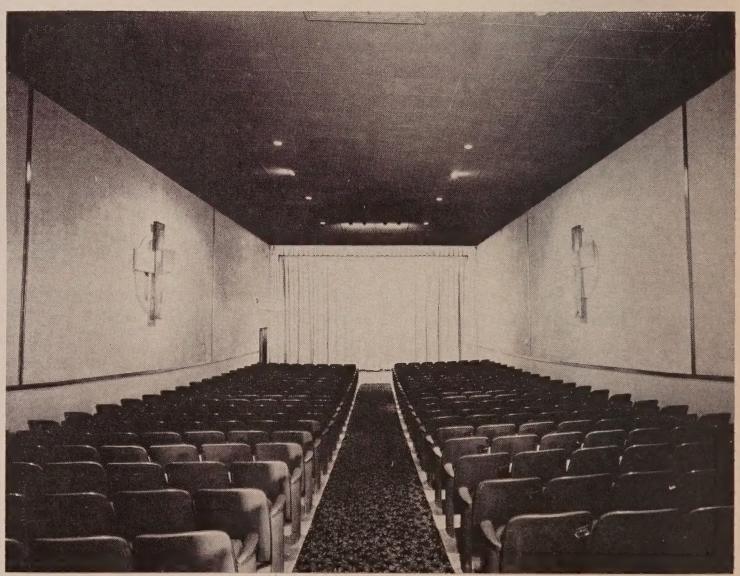
Matched theatre set only varies in color scheme and starting time

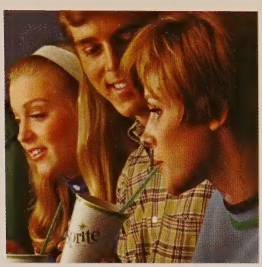
MATTHEW POLON, president of RKO-Stanley Warner Theatres, officiated recently at the opening of a third Long Island Twin theatre—the RKO Twin Babylon, located in the Great South Bay Shopping Center on West Montauk Highway. The new Twin opened its doors to the public at ceremonies attended by industry and civic leaders.

The RKO Twin Babylon, like its sister RKO Twins in Lawrence and Commack, has been designed for patron convenience. The new Twin houses 720 seats divided into two theatres of 360 seats each—with both theatres presenting the same film. A common entrance, boxoffice, and refreshment stand prevail, but the two theatres are divided by totally different color schemes. One theatre is red, the other blue.

Following an idea conceived by Polon, and now in successful operation at the Twin Rockaway Boulevard and the Twin Commack, both Twin Babylon theatres show the same film. The starting times, however, are staggered so that waiting time is literally cut in half, with most shows starting every hour on the hour in either theatre.

The RKO Twin Babylon also is equipped with the newest and most technically modern theatre equipment. There is also ample space for free parking.





In the stadium. In the balcony. At the ball game. Matinees. Amusement parks. Bowling centers. Skating rinks. People look for Sprite wherever fun is sold. It's to your credit when they find it. Sprite. So tart and tingling, we just couldn't keep it quiet. Order Sprite from your wholesaler for Coca-Cola.

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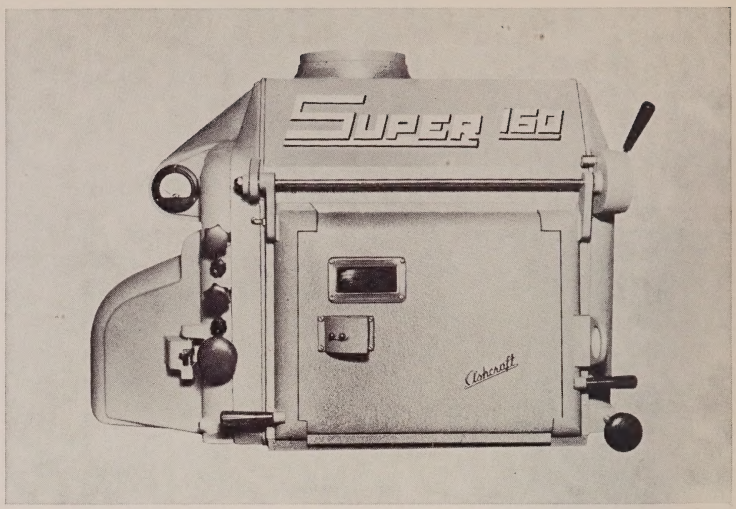
ASHCRAFT'S NEW SUPER 160 PROJECTION LAMP

New optical and ventilation system featured in 125/160 ampere lamp



Clarence S. Ashcraft, president of C. S. Ashcraft Manufacturing Company, introduced his new, economically priced Super 160 125/160 ampere lamp late last year. The predominant features of the new lamp are new optical and ventilation developments. The optical system uses an Ashcraft 18 inch front surface reflector for both 35mm and 70mm projection processes at a working distance prescribed for high volume screen light output with an extremely high percentage white screen light distribution without color distortion.

The carbon trim is a standard HI 13.6mm × 18″ or 20″ rotating positive and a 7/16″ × 9″ special copper coated negative to burn within a current range of 125/160 amperes. In changing from one arc current range to another, no change in the DC positive feed motor is necessary. A simple change of one motor feed worm gear and one Formica worm gear is all that is required, and this change can be made in less than 10 minutes.

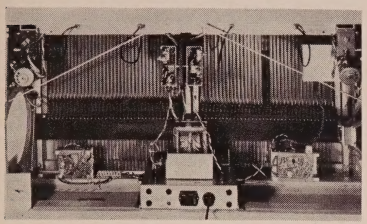
In commenting, Ashcraft said, "Mechanically, the new Super 160 arc lamp will retain all of the exclusive features characteristic of our patented Core-Lite line of arc lamps. These include a separate continuous operation AC blower for constant cooling of the reflector, 25 degree low angle negative carbon holder with outside vertical and lateral adjustments which produces lower arc voltage, a separate AC negative carbonfeed motor completely independent of the arc voltage which allows selective arc voltage for all current. The majority of positive feed mechanism gears are Formica and located on the exterior of the lamphousing, protected from heat and dirt and easily accessible for inspection and servicing. The positive and negative feed mechanisms are fully equipped with ball, needle, and roller bearings. The lamp has a completely new and scientifically designed system of arc lamp ventilation for maximum burning capacity of 160 amperes."

The introduction of the new Super 160 arc lamp is the result of many requests from Ashcraft's authorized dealers for a new, high quality, low priced arc lamp capable of projecting a high volume of white screen light with a high percentage white light distribution.

The Super 160 was developed to bridge the price and arc current capacity gap between the Core-Lite 135 and the Super Core-Lite without compromising manufacturing standards of quality.

Sound Effects Console For Films, TV, Records

With a British sound effects console, any of 1,260 different sound effects can be located within 20 seconds and injected directly into motion picture films, television and sound broadcasting at either the dubbing or initial recording stages, or in direct transmission.



Interior view of the Mellotron showing electronic assemblies and springloaded tape drive pulleys.

The Mellotron Sound Effects Console, which looks like an electronic organ, has 26 main sound groups, including industrial, traffic, animal, weather and war sounds. Push-button switches above the keyboard select the range of effects, and the keys on the piano keyboard then control the individual sounds or related sequence. With aircraft effects, for instance, adjacent keys pressed in sequence provide taxi, take off, constant flight, landing, wheel skid and reverse thrust. Sound effects can be played simultaneously, with individual spot effects synchronized.

The sound effects, which are compiled from the British Broadcasting Corporation's library, are stored on seventy ⅜″ magnetic tapes each carrying three tracks. The tracks are each divided into six sections of recorded information, providing 1,260 sections.

The sound effect can continue for eight seconds at a normal speed of 7½″ a second, with speeds variable ±20 percent to vary the pitch and speed of the effect. Each sound effect begins at the correct start of the item when a key is depressed. On release of the key, the effect is immediately available to recommence when the key is pressed again. Key operation cannot break into the middle of an effect.

Amplifiers and loudspeakers complete a self-contained unit which requires only main power supply input and provides audio line outputs. Two outputs are provided from the amplifier, one feeding a master fader and jack socket to external equipment, and the other supplying a monitor circuit through a pre-fade listen control mounted at one end of the console keyboard. The effects can be monitored on headphones or through an external amplifier and loudspeaker.

The instrument's mechanism is mounted on a metal frame within the console, which is built of hardwood finished in matt black and measures 39″ high, 51″ wide and 27″ deep.

Construction In Amarillo

AMARILLO, TEX. — The Fox Theatre, currently under construction by the National General Corp., a 850 seat theatre being built at a cost of $226,000, is expected to be completed for opening on Aug. 1. The circuit now has 11 new theatres under construction, including one in Lubbock, Tex.

This is the second new theatre being constructed here. The other one is being built in the Western Plaza Shopping Center by General Cinema Corp.

New Look For K.C. Roxy

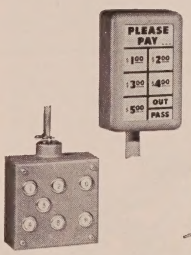
KANSAS CITY, MO.—In keeping with the Durwood policy of continually upgrading their properties, the first phase of a two-part redecoration of the Roxy Theatre was completed recently. Located at 11th and Main sts. in downtown Kansas City, the Roxy is the first of the Durwood Theatres in the Kansas City area. Since its opening in 1947, it has undergone several major remodelings.

The first phase of the current redecoration, now completed, included four areas: (1) Complete recarpeting of the auditorium, lobby and mezzanine; (2) Reseating (American Stellar) and respacing of the entire first floor, reducing the total capacity from 664 to 638; (3) The installation of new traveler and side drapes; (4) Complete refurbishing of the concession area.

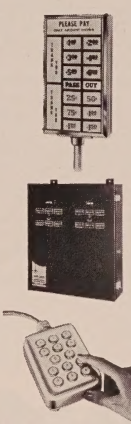
Deep blue, green and gold are the major colors in the new decor. Blue carpeting and drapes combined with a hand silk-screened wall covering create a completely new ultra-sophisticated look—a marked departure from its previous conventional decor. The cost for completion of this first phase was approximately $25,000.

The second phase, to be completed by late spring, will entail replacing the old marquee and redesigning the theatre front along with matching front treatment for the two shops that adjoin the theatre. The marquee will be in keeping with the new sophisticated interior. It will match the marquee of the Towne Theatres, a new Durwood four-plex in the converted Paramount Theatre just up the street to be completed in early summer, and give a uniform look to the whole block. Completion of the second phase will cost over $15,000.

EPRAD has 3 ways to stop drive-in "cash leakage."



New ECR
Electronic Cash Register is brand new and priced right. Includes: patron pay indicator, recorder unit, cashier button control, special electric treadles. Tells patron amount to pay. Records number of tickets sold, passes received, cars entering theatre, turn-outs. Independent system for each lane. Only counts cars entering theatre. Can be operated in conjunction with General Register ticket machine.



CAR-CHEK
Most deluxe system available. Does everything the ECR does *plus*...totals all admissions, has a transaction counter for a cross-check, provides for two sets of admission prices.

WATCHDOG
Low, low cost and accurate. Includes a recorder unit and a special electric treadle. Counts cars only. One-way directional kit optional.

Want proof? Phone a few users. Send us the bill.*

Best way to check a product is to talk to users. Here are a few users. For a longer list, *write* to us today.

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Morris M. Gotcher, McLendon-Republic Theatres, Dallas, Tex. (214) 747-9311
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R. A. Howell, Howell Theatres, Inc., Smithfield, N. C. (919) 934-8202
Clarence E. Miller, Essaness Theatres Corporation, Chicago, Ill. (312) 332-7465
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*State whom you called, the time and charges. Refund limited to $5.50 (sufficient to pay for five 3-minute nite rate station calls to anywhere in the continental U. S.).

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Survey Predicts Rise In Sales, Profits For Confections In 1968

Candy, chocolate and chewing gum manufacturers surveyed by the National Confectioners Association take a generally optimistic view of the industry for 1968, it was revealed in the ninth annual edition of NCA's management study, "The Confectionery Industry Speaks."

Ninety per cent of the 141 manufacturers who participated in the NCA Survey expect sales to rise this year, while 48 per cent are looking forward to an increase in profits and 41 per cent expect the profit picture to remain about the same as in 1967. (Sales of confectionery and related products in 1967 were estimated by the Commerce Department to be about 7.8 per cent above sales in 1966.)

Only 49 per cent of those surveyed are planning to introduce new items this year, compared to 67 per cent who expected to bring out new products last year.

On the subject of production costs, 79 per cent of the respondents anticipated a rise in 1968, 19 per cent believe production costs will remain about the same as last year, and two per cent expect a decrease.

Factors that might restrict expansion of companies in 1968, in the opinion of the participants are (in this order) cost and supply of raw materials, tight skilled labor market, labor problems, import competition, and the new minimum wage law.

Among other survey highlights, it was found that 23 per cent of the respondents currently export products to 25 countries and 15 per cent of the firms import candy for resale.

An average of 53 per cent of manufacturers' sales are channeled through wholesale outlets, according to the report. Supermarkets are considered by 57 per cent of the respondents to be the biggest eventual outlet. Thirteen per cent ranked confectionery stores as their biggest outlet, 12 per cent, drug stores; nine per cent, small independent food stores; four per cent, department stores; and two per cent variety stores.

In answer to the question, "What type of advertising do you plan to use in 1968?" 26 per cent of the respondents cited television; 24 per cent, radio; 18 per cent, magazines; 13 per cent, newspapers; and five per cent, billboards.

Problems rated as likely to have the most serious repercussions for the industry in 1968 are (in this order) labor, federal regulations, distribution costs, industry competition, and competition from other products and from imports.

In response to the query, "What are the best candy sales holidays?" Christmas was mentioned by 32 per cent; Halloween, by 25 per cent; Easter by 23 per cent; Valentine's Day, by 13 per cent; Thanksgiving, by three per cent; Mother's Day, by two per cent; and Sweetest Day, by one per cent.

Currency Counter

Bandacheck, the world's most compact and lowest priced high-speed precision mechanical counter, has been introduced by Johnson Fare Box Company, Chicago.

The unit takes up little more than a square foot of counter space; weighs 37 pounds so it can be easily carried from room to room or moved from desk to desk.

Belying this compactness is an electronic counting mechanism which handles bills at the rate of 100 per six seconds. Accuracy is assured by a double feed detection device which makes it impossible for two bills to pass through the machine as one. Should a bill become folded or stick to another bill, the Bandacheck will turn itself off rather than make a faulty count. Yet the condition of the bill will in no way affect the operation. All bills, crisp or wrinkled, are counted with electronic reliability, the result of a photo-electric cell mounted in the mechanism which is sensitized to accept all types of notes, regardless of condition. Bandacheck is offered in pre-selector, batching and standard counting models.

New Slush Machine

After two years of testing various approaches to merchandising slush, Gold Medal Products Company of Cincinnati introduces the Polar Pete Slush concept.

The Polar Pete is a continuous flow machine capable of 180 sales per hour every hour. The Polar Pete goes from room temperature to sales in 22 minutes.

Special Polar Pete flavors and slusherizer produce a delicious slush at 26 cents per gallon finished product—and there is no franchising fee.

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NATIONAL THEATRE SUPPLY CO.

NAC Conducts School For Refreshment Personnel

The opening session of the recent Show-A-Rama XI in Kansas City was turned into a veritable "classroom" when the National Association of Concessionaires staged its "School for Refreshment Personnel" program.

Members of the NAC "faculty," replete with professorial caps and gowns, included Julian Lefkowitz, L & L Concession Company, Detroit, NAC president, who acted as moderator; John D. Reynolds, Castleberry's Food Company, Augusta, Ga., NAC supplier segment director; Jack O'Brien, New England Theatres, Inc., Boston, NAC board chairman; Virgil Odell, Odell Concession Specialties Co., Caldwell, Idaho, NAC regional vice-president; and NAC executive director Louis L. Abramson.

Several hundred theatre owners and concessionaires were treated to an in-depth lecture dealing with a series of lesson plans contained in the NAC Personnel Training Manual for the Concessions Industry, spiced with flip charts and a series of visual aids emphasizing the "do's" and "don'ts" of concession operation.

Reynolds, in discussing the subject of "Employee Relations," gave a detailed outline of the steps to be followed in preparing an effective personnel development program. "Hiring," he said, "is the most important part of a manager's job, and I think the most neglected because there are seldom any problems in my business or yours that cannot be solved with the right people. You know, or should know, the kind of people who do the best job in your concession, but the people with these qualifications are in great demand and must be searched for like precious jewels."

O'Brien, who spoke on "Merchandising and Promotion," cited several ways in which patrons can be steered to the theatres' concession stands. He enumerated these as: "(a) by attractiveness, illumination and prominent location of the concession stand, all of which are of primary importance whether it be a conventional theatre or drive-in; (b) by eye-appealing refreshment trailers that will stimulate the appetite and announcements over the public address system in drive-ins; and (c) by coupon distribution at the box office, or a lucky ticket number, or auto license plate numbers—all of which could be suggested by signs at the entrance and which will encourage a patron to visit the stand."

"Above all," he went on, "you must provide clean, well-ventilated areas where the patron can see attractively displayed merchandise, easily accessible and well packaged; stock must be plentiful and neatly arranged."

Concessionaires, according to O'Brien, must use every device available to trigger multiple sales. Where there is face to face contact, as in conventional theatres, suggestive selling is by far the most successful way. Seasonal displays and slides, specialized packaging, and samplings of corn or drinks are good aids in promoting sales, he said, and the sight and aroma of corn being freshly popped, or pizza being prepared and cooked, or cotton candy increasing in size as it is rolled around its paper cone are all great sales inducers.

"Of all the requirements for an efficient, profit producing food service operation," stated Odell, "quality control is undoubtedly one of the most important." "Without it," he said, "we are a cinch to drop our volume. We end up getting one-time sales and no repeat sales. No business can survive on this basis, particularly the food refreshment business."

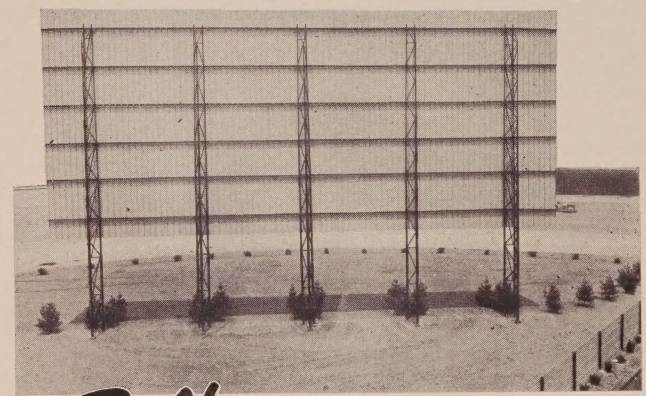
Odell offered these suggestions as the necessary ingredients for good quality control: management must want to sell good food; have good management in charge of operations; buy good quality ingredients; proper storage and rotation of food and other concession items; keep accurate records to insure freshness; proper equipment for preparation and display; and modern and up-to-date facilities. Some of the important "do's," which Odell stressed, are order sensibly; store sensibly; check equipment often; follow preparation instructions.

Lefkowitz, in dealing with the subject "Storage, Maintenance, Repairs and Cleanliness," explained simplified systems for good maintenance practices, ranging from reviewing manufacturers' warranties and instructions to obtaining analysis of water supplies to determine filtering needs for expensive equipment. He said that definite clean-up responsibilities for all equipment and service areas should be constantly checked by management.

On proper storage of merchandise, Lefkowitz offered these hints: (a) perishable material should be received and stored in suitable areas before use; (b) store paper goods in manner where dust and dirt is not apt to get to them; and (c) merchandise stored on floors should be set on pallets, to afford protection against moisture and vermin; provide air circulation and keep floors scrupulously clean.

The two-hour morning program was based on a new Personnel Training and Instruction Manual for the Concessions Industry, written by NAC past president Philip L. Lowe of New York City. The manual was compiled from 400 references containing over 2,000 points of information.

built better to last longer



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Unified, uniform control of design, engineering, prefabrication, foundation, steel erection and surfacing . . . painting at extra cost . . . all by Selby.

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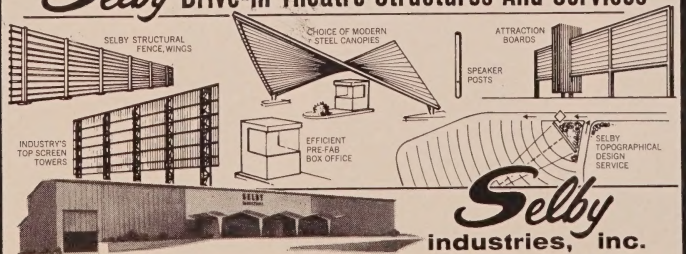
Selby Drive-In Theatre Structures And Services



Selby industries, inc.

On Call 24 Hours A Day . . . Phone Area Code 216-659-6631

WEST RICHFIELD, OHIO 44286

Automated Programming

(*Continued from page 30*)

tendants arrive, everything in the food and drink area is ready. Since there is no masking or curtain worries, this part of phase one can be eliminated. Too, once the show has 'started' via the programmer unit and focus and framing set, the booth technician is then freed for such duties as speaker repair, always a maintenance problem with drive-in theatres. So actually, the whole operation is speeded up and advanced through the use of programmed automation.

The booth technician can 'spot check' whole areas of the drive-in theatre to be sure that the picture is sharp, the focus absolute and the light distribution maintained at a high standard. Equipped with his portable control box, and armed with binoculars, he can 'direct' a superb film presentation. This attainment of the ultimate in theatre showings may very well bring a new segment of the population to this outdoor recreation. Older people with glasses will no longer be plagued by fuzzy projection, and seated in the comfort of their own car, will enjoy the film as much as if they were relaxing in their own living room.

It will be interesting to read the comments of the film historians of the future who will, no doubt, evaluate 1968 as *the* Year of Automation.

It is time *now* to put the "Show" back in "Showmanship"!

CALL YOUR TEDA DEALER. HE IS AN AUDITORUIM AND PROJECTION SPECIALIST!

PROJECTORS SCREENS DRAPERY SEATING SOUND CARPETING LENSES SOUND ACOUSTICS LIGHT SCREEN SEATING SOUND FILM POWER SUPPLIES CARPETING DRAPERY

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THEATRE EQUIPMENT COMPANY	DETROIT, MICH.
LOU WALTERS SALES & SERVICE	DALLAS, TEXAS
WESTERN SERVICE & SUPPLY	DENVER, COLO.
WEST. THEATRICAL EQUIP. CO.	SAN FRANCISCO, CALIF.
WIL-KIN THEATRE SUPPLY CO.	ATLANTA, GA.
WIL-KIN THEATRE SUPPLY CO.	CHARLOTTE, N.C.

Dickinson Circuit Grows

KANSAS CITY—The Dickinson Operating Company announces the continuation of its remodeling and expansion program with the opening of the Twilite Drive-In Theatre in Baxter Springs, Kans.

Formerly the Baxter Springs Drive-In, the theatre was purchased by Dickinson Operating from Lou Stein of Parsons, Kans. Opened on March 15, th eoutdoor theatre is south of Baxter Springs on Route 66.

It features facilities for 350 automobiles. Officials at Dickinson Operating indicated that they were in the process of refurnishing the facilities. They further noted that the theatre will be brought up to date with modern drive-in conveniences.

Operation of the theatre will be managed by Russell Cardin, under the supervision of Robert Klinge, manager of the Lux Theatre and managing supervisor for Dickinson Operating in the Joplin area.

This theatre joins over 30 Dickinson Theatres throughout Missouri, Kansas, Illinois, and Iowa, owned and directed by Dickinson Operating of Mission, Kans.

Norelco Aids Education

The North American Philips Company announced the beginning of an active promotional campaign aimed at the education and training markets for its expanding line of Norelco products designed to aid teachers in classroom instruction.

The opening advertisement in the spring 1968 campaign features a new portable "Language and Learning Laboratory" designed for use with the Norelco compact cassette tape cartridges. Called the Norelco LCH 1000, it consists of a desk-top tape recorder and headset with attached mike. The system gives students the advantages of "language laboratory" instructional equipment without incurring the high cost of special rooms, partitions, etc.

In addition, the department has teaching machines for programmed instruction and electronics training innovations that bridge the gap between theory and practice in technical instruction. The company also has a line of filmstrip teaching aids in the electronics/physics field.

Dobbs Advertising Company handles the account and also presently services several other Norelco products in the professional products division.

Expanding Cement

Because it expands slightly, but forcefully, as it hardens, Wedjrok Expansion Cement wedges itself in concrete or other masonry as securely as though fastened with a driven wedge—in minutes. It holds anchor bolts, posts, rods, railings, partitions, machines, appliances, fixtures, and equipment of all types in such a vise-like grip that even violently vibrating units cannot possibly work loose. Its unique ability to expand instead of shrinking makes Wedjrok ideal, too, for repairing cracks in masonry walls and floors. It forms a hard, dense patch that wedges itself tightly into the surrounding masonry. When dry, it can be painted over or even papered if desired.

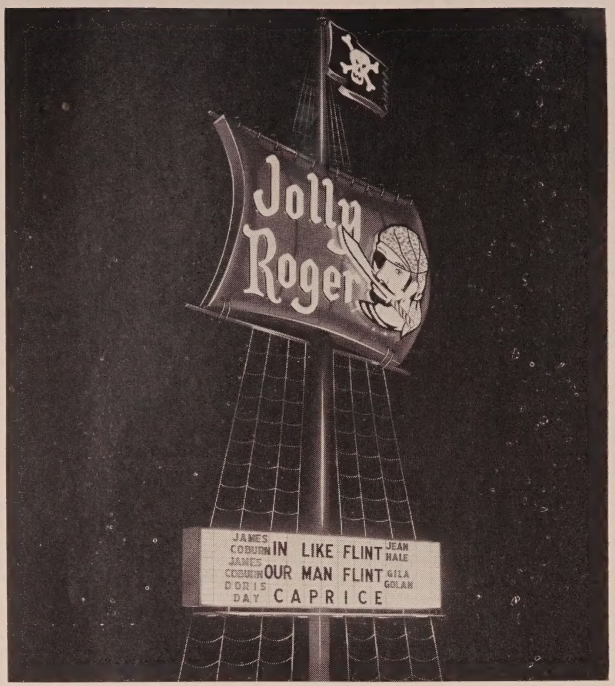
Wedjrok is merely mixed with water and poured in place on horizontal surfaces or pressed into position on vertical surfaces. It sets hard within 15 minutes; is ready for light duty within 30 minutes. In one hour, it is stronger than fully aged concrete, permitting even heavy equipment to be tightened down and placed in service.

JOLLY ROGER D-I

• SHARONVILLE, OHIO

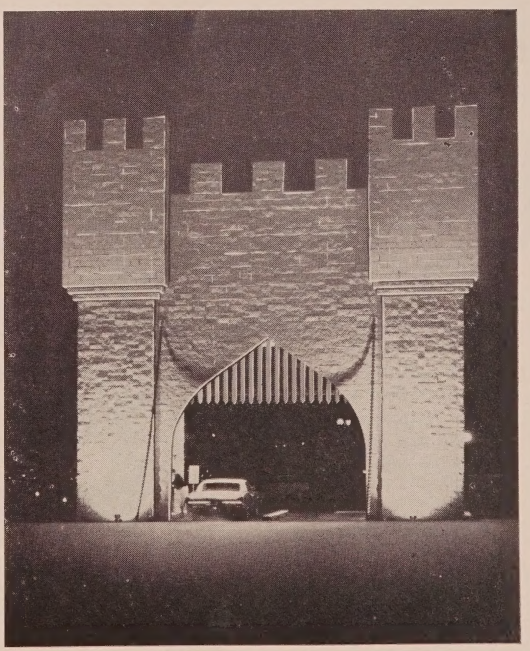
LEVIN Theatres have added the Jolly Roger Drive-In Theatre to their growing roster of drive-ins. The recently opened 1600-car Jolly Roger, on Kemper Road, near the intersection of I–75 and the Circle Freeway, in Sharonville, O., is one of their proudest achievements. The theatre is equipped with a 125-foot Selby screen tower, and vice-president, Louis Levin, claims their one-half mile entry road, which has been dubbed "the gangplank," is the longest in the nation. (No pirate ever had access to such comfort and luxury.)

From an entrance shaped like a ship's mainsail to a 65 foot high box-office that is a replica of a sea fort, a striking pirate theme prevails throughout the theatre. Furnished and equipped by the Cincinnati branch of National Theatre Supply Company, all sound and projection is Simplex XL equipment, with Ashcraft Super Corelite lamps and Kneisley 180 amp mini rectifiers. The entry ramp has been equipped with special switch, sound and light control equipment, and NTS also installed EPRAD car check and ticket control equipment for all four lanes.



The theatre sign is located at the entrance to the shopping center.

Concession area of the Drive-In simulates the interior of one of Jean Lafitte's pirate ships. All employees wear pirate costumes, complete with eye patches.



The Jolly Roger's boxoffice is a 65-foot high replica of a Caribbean sea fort.

AMPEX SOUND—

(*Continued from page 34*)

nents specifically designed for high-quality theater sound reproduction and other commercial sound applications.

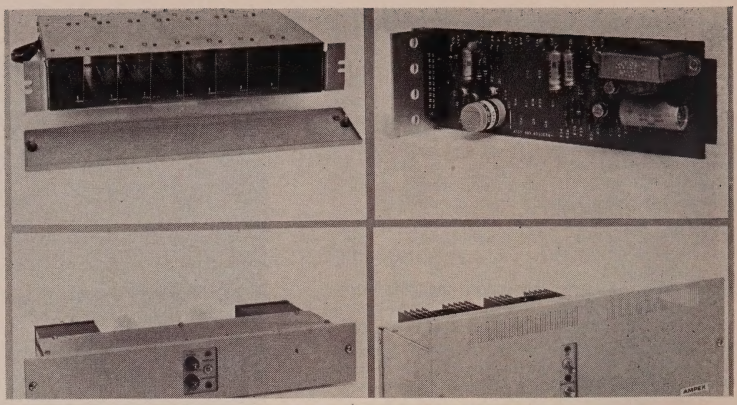
The Ampex preamplifier was developed from the solid-state Ampex AG-440 line of professional audio recorders. For theater sound systems, Ampex produces magnetic, optical, phonograph and microphone preamplifiers. Each has its own equalization and gain controls, and each has a transformer output to balance the output line and to provide ground isolation. Each unit is powered by dual regulated 39.5-volt power supplies, providing all preamplifiers with standby supplies. The one-watt power output capability is four times above what is generally considered necessary. Working so far below the overload gives the operator a very clean signal.

Ampex Model APM-1 preamplifier modules accept inputs from microphones and phonographs, and the Model APF Series preamplifier modules accept inputs from magnetic tape devices such as tape recorders and motion picture sound tracks. A line amplifier is self-contained in each of the preamp modules, but the input circuitry is varied in each one to match the transducer employed. The Model APT-8 preamp trays will accept up to eight preamplifiers and the Model PS power supplies will feed up to 16 preamps.

The Ampex theater sound system continues to use the same preamp switching unit popular for many years. This unit is a simple Ledex-operated rotary solenoid switch mechanism which is used to allow complete remote operation. By incorporating a preamp for each head and switching at the output at high level, switching noises are eliminated. Sound from one projector may be transferred to another without the audience sensing the changeover. Although other switching techniques are available, none to date has improved upon the reliability, repeatability and noise-free operation of the Ampex switches. The preamp switch selects the mode and projector remotely from the station control located near the projector.

Ampex Model AH-80 power amplifiers are fully protected against failure due to overloading, short circuits, or unexpected power surges. To accomplish this, two SCR's are provided—one for short circuit protection, and one to prevent excessive instantaneous power such as experienced in the loss of input ground. One-quarter-volt input signal is required to drive the power amplifier to an 80-watt output. The 80 watts of continuous power is well above normal needs. Failure of most early solid-state power amplifiers was due to the operating level being too near the maximum power level.

The power amplifier is seven-inches high, while the preamp trays and preamp power supply each are 3½-inches high. All units are designed for mounting in a standard 19-inch rack.

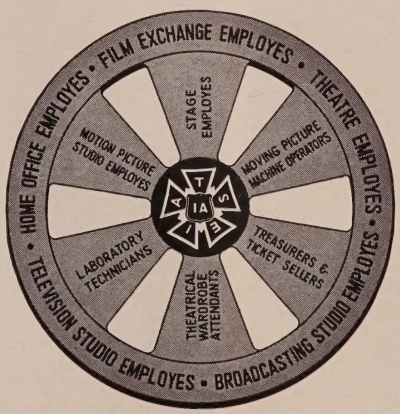


The components of Ampex theatre sound systems for sound distribution and reinforcement. The sound products are the Model APT-8 preamplifier tray, top left; model PS Series power supply, lower left; the Model APM-1 and Model APF preamplifier modules, upper right; and the Model AH-80 power amplifier, lower right.

MR. EXHIBITOR:

On this emblem you will find the crafts
we organize from coast to coast.

The full union theatre is the best theatre—attracting the most reliable projectionists, stage employes, cashiers, doormen, ushers, snack bar help and maintenance personnel.

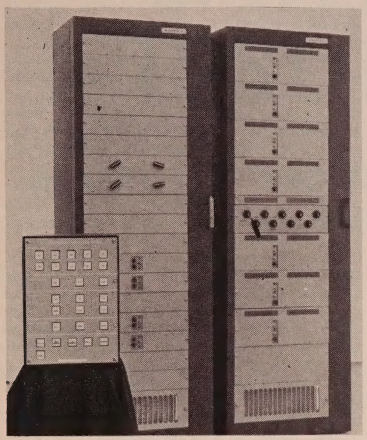


The full union theatre is a great selling point. Build the good will of thousands of patrons. Run the I.A. emblem film strip at each and every performance.

International Alliance of Theatrical Stage Employes

Richard F. Walsh, President

A standby unit can be switched into service for any power amplifier which has failed. A switch also provides built-in dummy loads for testing. Plug-in accessories for the 80-watt, solid-state amplifier include a dummy card for



Background: Power amplifier and preamp units for D-150 theatre sound system. Foreground: D-150 control unit.

flat response, a high and low frequency equalizer with or without a presence equalizer, a microphone preamplifier, a phono preamp, a 600 ohm line bridging transformer, and a 600 ohm line matching transformer. These options offer greater utility for the power amplifier.

An 80-volt power supply (one-half standby) powers the Ledex drive to the preamp switcher. This dual supply is in addition to the 39.5-volt preamp power supplies.

A well-filtered 10-volt DC power supply energizes the exciter lamp used on optical tracks. Its standby feature permits an operator to switch to AC if there is a power supply failure.

The failure of most early solid-state theater sound components stemmed from not enough latitude between maximum power level and operating level. But the high-quality Ampex systems make an overload almost impossible. They are readily adapted to automation by nature of their design, thus offering more varsatility, reliability and maintainability for theater owners and consistent listening pleasure for their customers.

Flame-Proof Carpet Backing

Du Kane, a leader in contract carpeting with specialized backings, reports a breakthrough in fire-safety of carpeting. This company has developed a high-density rubber backing that will not ignite. It acts as a barrier against the flame . . . won't support combustion.

Du Kane's Fire-Guard is designed to fit into installations where flame resistance and hazards of fire are of the utmost concern—institutions, stores, banks, schools, hospitals, nursing homes, hotels, motels, and the like.

Samuel Leshen, president of Du Kane Textiles, Inc., devised a "flaming torch" test. The flames of a propane torch were played against the rubber backing of a piece of carpet. Upon withdrawal of the torch, it was found that the carpet back had never ignited.

This rubber backing meets all standards of flame-resistance and is also in line with the Flammable Fabrics Act.

1968—Turning Point In Projection

by G. M. Berggren, Kollmorgen Corporation

In 1903, "The Great Train Robbery" was a turning point. Since then, there have been ups and downs in business, progress galore in innovations, ideas in publicity, but we are now on a trend that is most dangerous, and we all have too much at stake.

The ticket-buying public has liked the "big picture," and the trend has been to massiveness in presentation. That trend was well supported by CinemaScope, by Todd-AO, and other progress toward new, quality film processes based on better use of film area. Now, business both large and small is jeopardized by competition in home color tv, pay or otherwise.

Now, in 1968, we have a choice—a turning point—good pictures and high quality or some less satisfactory answer too similar to home color tv. The choice is now, and probably cannot be deferred into 1969.

The rise of 16mm theatre projection is exciting and new, but the results on the screen as to projection quality are virtually identical with home movies and home color tv. Of course, we serve a public who can become quickly disenchanted when forced to pay for the privilege of entertainment which they can have at home free, unless there is a substantial difference in quality of projection, quality of story content, and other exclusive factors. Our choice is which turn to take.

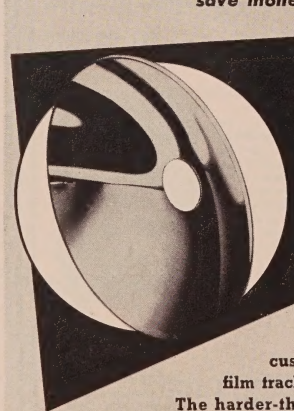
On a similar topic, the original 35mm film size has been squeezed down by ⅓, unfairly, to imitate the wide screen appearance of anamorphic projection, losing film area and definition in the process. Recently, the excellent quality of 70mm film productions has been jeopardized by subbing 35mm camera operations with laboratory enlargements. All these moves must have been made by persons who assumed that American theatres could not possibly make good use of the high quality film releases of the studios. This assumption seems highly open to question.

In the last several years, a number of excellent 70mm productions have been released, based on expert 70mm camera operations. Subsequently, the same productions have been laboratory-reduced to the anamorphic format, with unusual success, particularly in the excellent quality of the film process itself. Using such films, and new engineering inputs, a yearlong development program has culminated in a high resolution/high contrast projection system which very clearly guarantees hope for substantially improved projection quality in the theatre. Improved to and beyond the limits of the film for the first time (in 35mm), only such a projection system can produce ultra fine detail on the screen. Clear images so fine that 80 line pairs occupy only one mm on the film (over 2000 per inch), and this is twice the capability of the average American theatre. Another way is to consider that 10 such sets of lines would be less than the thickness of this paper. No normal release film can duplicate such detail.

The studios can produce the quality and the story. It is our task in the theatre industry to chose, and the turning point is 1968. The projection system is Ultravision (Service mark of Wil-Kin Inc.) It proves the point and the performance. The choice is yours as to quality. Do we go up or down? Up is profits and progress; down is home color tv.

SUDDENLY YOUR PICTURES ARE BRIGHTER

when you install new reflectors. They always eliminate light loss and save money on power and carbons.



Strong TUFCOLD Dichroic REFLECTORS

—project more light because it is reflected from the front surface, without passing through the glass.

—reduce aperture and lens heat 50%, eliminate film buckling, make constant refocusing unnecessary, stop emulsion deposit on the film track.

The harder-than-glass, flake and peel-proof front coating is GUARANTEED 2 YEARS!

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Light-Diffusing Finish Aids Cameras

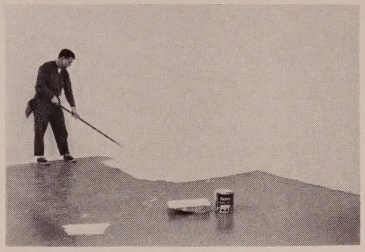
Countryman-Klang, Inc., Minneapolis, specialists in industrial motion picture and advertising photography work, believes it has found a perfect answer for its white background, no-seam studio area where a glare-free, pure white atmosphere is necessary for top grade commercial photography.

The company recently refurbished a 23 by 23-foot no-seam section of its studio using a product called "Nextel" brand "Velvet Coating" as a finish coat over an application of ordinary white paint. The finish coat, made by the 3M Company, uniformly scatters light regardless of incidence angle and provides a velvet-like appearance without the glare of ordinary flat and textured finishes.

The material has a second big advantage of being permanent, Countryman feels. "There are no big globs of paper to throw away. And because it is permanent, it can be applied to a studio of any size."

The finish was applied with an ordinary paint roller. Dirt and normal abrasion marks can be removed with a sponge and water. More serious abrasions can be re-touched. When working in the "cyclorama" area, crew members wear window dresser shoe covers to minimize marking.

The "cyc" construction included the use of four eight-foot sheets of ¼-inch Masonite curved at the juncture of the studio's floor and wall. Edges were feathered so there would be no delineation where the Masonite met other surfaces. Countryman-Klang is even doing its small-product still work in its no-seam studio now, in cases where the product must be the total center of attention. The tedious job of opaquing faulty backgrounds and foregrounds off negatives is a thing of the past.



Countryman-Klang is also utilizing white "Velvet Coating" for a permanent wall-to-wall motion picture screen in its 10-chair conference room.

"We settled on this finish after tests," Countryman says. "We painted part of a dry-wall surface with "Velvet Coating" and then set up overlapping sections of beaded, lenticular, flat silver and flat white screens adjacent to the wall and projected films on all of them at once.

"We examined the projection on all five surfaces from all angles. The beaded screen had the brightest image directly in line with the projector but the "Velvet Coating" screen was superior in all other respects. It was the only material that gave us an absolutely even image, with no light fall-off, from all parts of the room."

The wall area above and below the screen is finished with black "Velvet Coating" for contrast and to absorb image overlap. Drapes can be opened or shut to control the screen's width.

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The only rectifiers specifically engineered, manufactured and tested for use with projection lamps.

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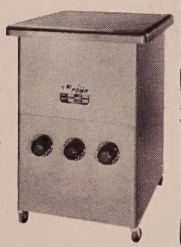

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TESMA

THE Strong ELECTRIC CORPORATION
21 CITY PARK AVE. TOLEDO, OHIO 43601

New Candy Merchandiser

National Vendors, a division of UMC Industries, Inc., has introduced its new Crown Seventy Two Series CM-72 manual candy merchandiser, which offers vending operators increased capacity, several styling choices at no extra cost, and new operating versatility.

The standard model carries 10 all-candy selections and has a maximum capacity of 450 items. When optional equipment is added, the merchandiser can vend a total of 605 items including up to 405 candy and 200 gum and mint items, with nine candy and five gum and mint selections.

The broad selection of interchangeable magazine columns, available in both single and double-width sizes, distinguishes this unit as a versatile merchandiser. Single-width candy columns are available in any arrangement of 25-, 30-, or 45-item sizes. Double-width columns are available in 17- or 25-item capacities.

The standard coin-handling device is National Vendors' Self-Loading Changemaker with five cent and 10 cent pricing. Each column can be set individually to vend at either one of the prices. The company also offers a choice of two coin-handling options with different vending price ranges.

One option is National Vendors' All Coin Manual Recorder which accepts any combination of nickels, dimes, or quarters totaling the exact vending price. The merchandiser can be set to vend at any one, two, or three prices between five cents and 60 cents.

The other coin-handling option is the Series 550 Changer, National Vendors' new electromechanical unit, which can be set to vend at any one or two prices between five cents and 75 cents. It will return up to 20 cents in change, or can be operated as an exact-change-only unit.

The new Crown Seventy Two Series CM-72 is mounted on six-inch legs, equipped with non-marring levelers. The use of legs on the machine meets the sanitary requirements of both the U.S. Public Health Service and NAMA's Automatic Merchandiser Health Industry Council. The levelers permit quick adjustments of the merchandiser's height for uniform side-by-side installations.

Changeable door panels assure styling flexibility for the full life of the merchandiser. Operators may select either of two top-panel designs. One is in hobnail gold, and incorporates a plastic, illuminated product identification sign. The other, without the product-identification panel, is available in gold, walnut or buckskin. Side panels come in walnut, buckskin or stainless steel, and the bottom panel in walnut or buckskin.

The illuminated product-identification panel, base grille in metallic beige and door panels are all standard. An optional seven-inch walnut cap is available with styrofoam block and channel for mounting artificial leaves and flowers.

Color TV Processing

Goodrich Products, product-development firm in El Segundo, Calif., recently completed the development of a new automatic color tv film-processing machine for Cinefx, a division of Filmways, Inc.

The new automatic color-processing machine will noticeably increase the speed and accuracy of processing color tv film and assure color and tone control.

Cinefx is a private film optical house specializing in titles, optical effects and reversal printing, and is currently working on a number of television shows.

THEATRE CATALOG ISSUE

Information Service Department

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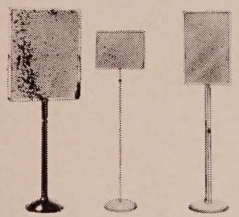

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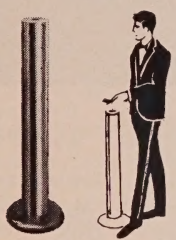

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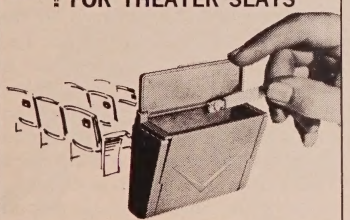

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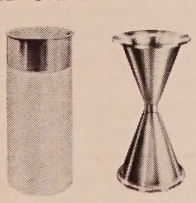

See your local dealer or write for our new catalog.

LAWRENCE
METAL PRODUCTS, INC.
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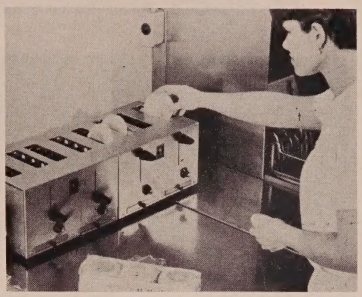
New Toasters From GE



CHICAGO HEIGHTS, Ill.—The General Electric Company announced the availability of new commercial bun and muffin toasters that provide high output, long life and consistent, uniform browning despite voltage variations.

The four-slot toasters are based on the CT12 and CT24 bread toasters introduced by the company in 1966.

At medium setting, the new CT22 produces about 165 hamburger buns per hour, about one-third more than comparable models, and the CT20 makes 115 muffins per hour.

Both toasters feature automatic voltage compensation that maintains color setting despite voltage variations and eliminates the need for in-field heater changes.

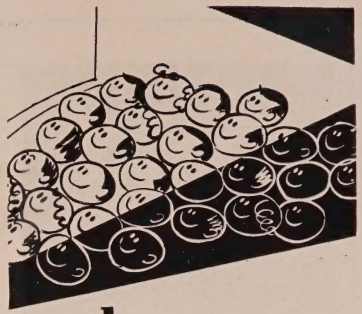
An electrical timer contains automatic temperature compensation to maintain desired toast color during any number of successive (continuous or intermittent) toasting cycles.

Two operating levers independently control two slots each and require less than four pounds of actuating pressure. They can be manually elevated to stop the toasting cycle, thereby eliminating the need for a separate control for cycle interrupt.

The brushed nickel chromium finish, removable crumb trays and non-skid Neoprene rubber inserts facilitate cleaning. A fixed bottom cover prevents possible exposure to the electrical components when the crum trays are removed.

The basic toasters can be grouped to provide 8-, 12- or 16-slot arrays to provide up to four times the production capacity of single units. Other characteristics: 1790 watts, 120-, 208- and 240-volt ratings, single phase operation and a factory-connected cord set. Both toasters are listed by Underwriters' Laboratories and meet standards of the National Sanitation Foundation.

At Redstone's Queens Chapel Drive-In Theatre, Hyattsville, Md., cheerleaders help introduce the "Lily Bucket" size popcorn container campaign. Francis J. Morel is manager of the theatre. This campaign will be carried out in the other Redstone Drive-In theatres throughout the Washington area.



to keep everything cool (except the patrons)

smart drive-in theatre operators choose refrigeration by GLENCO

Glenco Guardian refrigerators and freezers combine low initial cost and years of hard service with all the features a drive-in operator needs.

Glenco Guardians can be purchased with any combination of accessories and changed at any time as requirements change. They offer many exclusive features—doors insulated with foamed in place polyurethane, gaskets removable for cleaning, extra-heavy Double K frame construction AND BEST OF ALL, THEY ARE PRICED WELL WITHIN YOUR BUDGET.

Let us send you a colorful brochure, without obligation.

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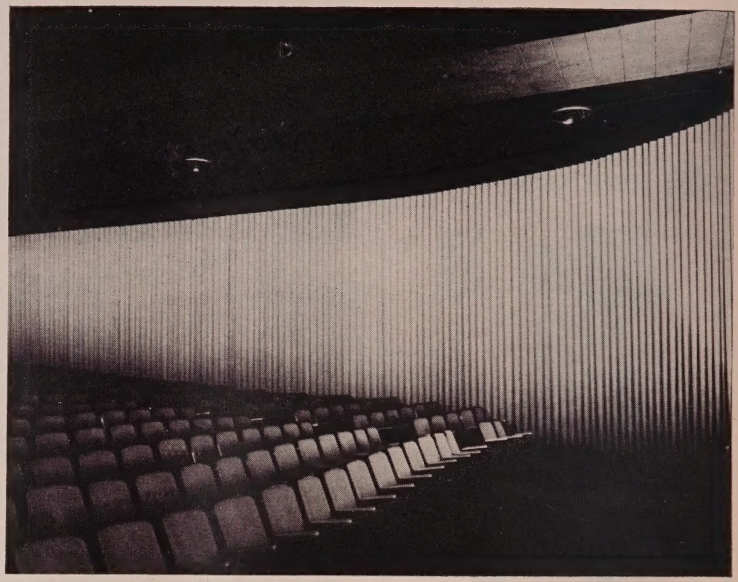
Drapes Improve Acoustics, Decor



SOUNDFOLD is a sidewall drapery system that is designed to improve theatre acoustics and interior decor at low cost. Soundfold is being used where an acoustical problem exists and where antiquated wall decorations require covering, as well as in new construction to cover concrete block. The Soundfold system is easily installed in a few days using your own personnel or local labor without sacrificing the quality appearance that is so important to theatre patrons.

The system is installed over all types of existing walls without special equipment or skilled labor. Soundfold is installed in panels. Each panel is 2½ feet wide and consists of the pre-cut Soundfold fabric, and top and bottom pleating brackets that automatically measure each pleat.

The Soundfold pleating brackets are attached to the bottom of the wall using a special attachment system. Carbide drill bits and expanding aluminum nails are provided with each Soundfold installation.

The pleating brackets are then attached to the top of the wall following the ceiling line. The Soundfold system easily adapts to flat, curved, or angled ceilings to provide complete coverage of any wall.

The Soundfold fabric panels are then attached to the top bracket hooks. Each pleat is automatically measured, and the folded-over fabric produces a finished appearance. The fabric panels are precut at the factory to the proper length.

The Soundfold system is completed by attaching the fabric panels to the bottom brackets. The final stretching produces a perfectly pleated wall surface. Every fabric panel is flameproofed by DuPont process to meet underwriters' tests.

Fabrics are available in 12 colors to contrast with any decorating theme. A design staff is available to assist in the design or special installations.

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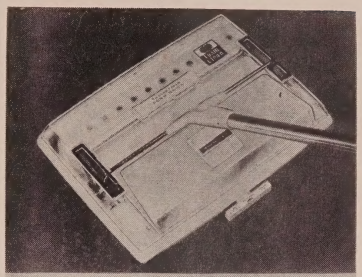
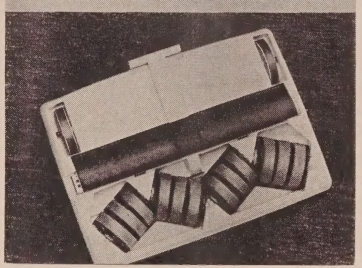
NEW PRODUCTS

. . . of interest to theatres





Non-Electric Shampooer

Bryn Mawr Products Co. has discovered a non-electric rug shampoo applicator in Australia which appears to be the answer to mechanizing the touch-up carpet cleaning problem. Bryn Mawl Products negotiated exclusive sales rights for the SABCO Foam Carpet Cleaner in the United States.

Sabco is a compact, lightweight carpet shampooer. Only three inches high, including solution tank, it looks very much like a regular carpet sweeper. It is possible to shampoo not only the traffic lanes, but also heretofore inaccessible areas at the economical rate of 150 square feet per tank filling, using only three or four ounces of condensed shampoo. As the Sabco is moved back and forth, cleaning a 12-inch wide path with each stroke, it automatically releases a metered amount of shampoo onto the 12 sponges which, in turn, apply a thin film of foam on the carpet. Foam, of course, eliminates overwetting and is also responsible for fast drying so areas can be back in service in approximately one hour. Sixteen brushes, arranged in a zig-zag pattern, clean each individual fibre with a combing action, simultaneously lifting the matted pile. Lint and dirt particles are picked up and swept into the grit tray.

Another feature: The tank may be kept full of shampoo during storage which means the cleaner is always ready for quick emergency use.

Safety Treads

Stairmaster heavy-duty aluminum safety treads containing 19 oz. of diamond-hard abrasive grit to each square foot are manufactured by Wooster Products Inc.

Worn or slippery stair treads of concrete, wood, metal, marble or slate can be made better than new by the application of these safety treads.

(Continued on next page)

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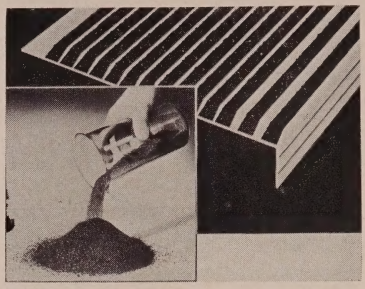
New Products . . . continued

A plastic leveling compound is furnished with the treads when required to fill in and level up worn areas and provide a level bearing surface for the safety treads.

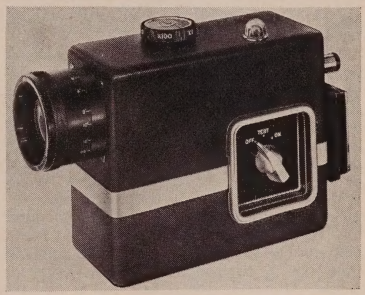


The treads are furnished in the exact length required for the individual stairway, and are shipped from the factory in one week. A lifetime guarantee bond for quality of material and workmanship is furnished by the manufacturer.

Stair repair literature and stairway check sheet is offered.

New Spot Meter

Because of high precision, low cost and compact size, the Spectra Screen Brightness Meter will prove a most popular photometer for many industrial applications. It was designed and engineered especially for the measurement of motion picture screen brightness to be mounted in the port of the projection booth beside the projector.



The instrument is essentially a high precision 1½° spot meter consisting of a photomultiplier tube, an objective lens and a viewfinder. It has a 5° viewing angle and in the center of the field is a circle defining the 1½° measuring angle. Brightness is indicated in footlamberts on the 2½ inch meter-scale.

Basic full scale reading is 0 to 25 fL. Optical attenuation, controlled by a range wheel, provides two additional higher ranges, 0 to 250 fL and 0 to 2500 fL.

The Spectra Screen-Brightness Meter is powered by two commonly available 4.2 volt mercury batteries and needs no external power source. Weight is 4½ pounds.

(*Continued on next page*)

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- Greatest in brilliance—lowest in operating cost per hour.
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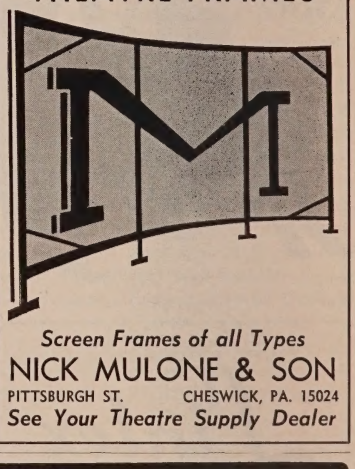

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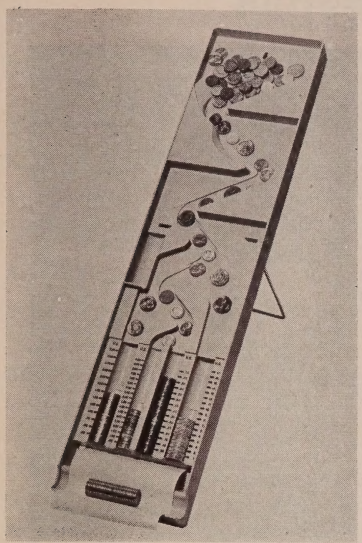

Coin Sorter

A fast foolproof, inexpensive coin sorter called the Nadex Coin Sorter is the invention of Ronald C. Gdanski, a young Canadian-born, former high school teacher of English.

The Nadex Coin Sorter works entirely by gravity. Its only moving parts are the coins themselves. It can sort, stack and count up to 300 coins a minute.

Molded of durable plastic and shaped like a rectangular tray, the device is 28" long, 8" wide by 1¾" deep. To operate, it is set up at an angle and the coins are poured in at the top. As they flow downward, various denominations are automatically diverted into separate routes and end up neatly stacked in calibrated slots that indicate the count. The new product has a built-in trough at the bottom to make it easy to wrap the coins in tubes or flat paper wrappers. The secret of the Nadex Coin Sorter is in the precision-engineered contours and elevations that direct the coins to the proper stack.

Pest Control Manual

A comprehensive reference book on insect pests and how to control them has been published by West Chemical Products, Inc.

Entitled "The Bug Book," the twenty-eight-page manual is of particular interest to management in food processing and storage locations, institutions, and other food serving locations, and building management.

A total of 35 of the most common insect pests are illustrated and described, and data provided on the most effective means of controlling each. These include such widespread vermin as cockroaches, bedbugs, flour and carpet beetles, stored product and fabric moths, silverfish, booklice, and others.

The booklet also outlines a suggested insect control program that will help management keep the pest population down with the most economical housekeeping. An index of insecticides is provided, indicating which ones are most effective for specific insects.

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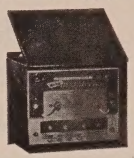

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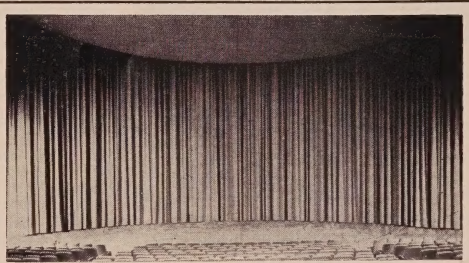

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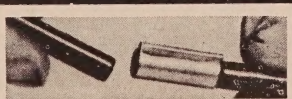

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At all progressive theatre supply houses.

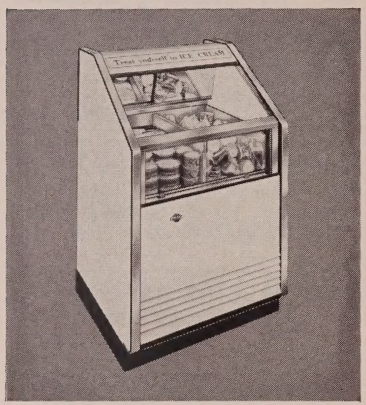
New Beverage Vendor

Two prototype models of new vendors that automatically dispense frozen carbonated beverages were introduced recently at the National Soft Drink Association's International Soft Drink Exposition in Houston.

The product development is a joint venture of the Glasco Division of UMC Industries, Inc., St. Louis, and the Sweden Freezer Manufacturing Company, Seattle.

The new units combine a Glasco post-mix vendor with Sweden equipment.

New Bally ice cream merchandisers make extra refreshment sales



Patrons are tempted to add ice cream novelties to their refreshment purchases when the dramatic displays in Bally Merchandisers go to work.

New design is outstanding when featured as a single display . . . or blends perfectly into counter lineup. Made with new features including urethane moisture-proof insulation . . . unconditional 5-year guarantee.

Model TI-30 above for theatre lobbies, 30" long. Approx. 889 novelties.

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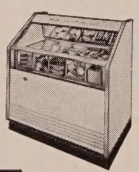

Bally

Bally Case and Cooler, Inc., Bally Pa.

Address all correspondence to Dept. MPE-4.

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Theatre Design—British Style

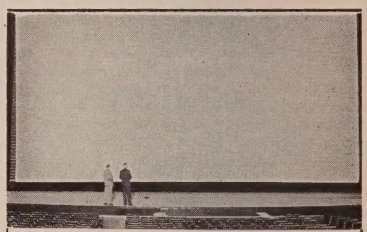
(*Continued from page* 18)

ABC, New Bristol—Auditorium.

lead to the auditorium and restrooms, which are finished with the same materials as the foyer. The ceiling of the foyer is in two levels, the light fittings in metal and heavily moulded glass having been specially made to the architects' design.

The auditorium is entered through twin, centrally placed doors and the immediate impression is that of spaciousness and richness of color and texture, the color scheme of the foyer being continued in the auditorium. The upper portion of the side walls are lined with copper colored curtains which sweep down to the stage and continue around as full height curtaining. The whole of the curtaining is evenly lit by concealed lights from above and below, and the whole effect is simple yet dramatic. Below the curtains, the walls are panelled in olive green cirrotex, the panels being vertically slotted throughout. These slots are lined in orange glass fibre material and backed with a heavy absorbent blanket designed to ensure correct acoustic conditions in the auditorium. The rear wall is panelled in olive green cirrotex of varying sizes, again designed to give further acoustical control. The textured tiled ceiling with its radiating sculptured surround complete the acoustical design of the auditorium. The seats are upholstered in foam rubber and covered in a bronze and black worsted velvet. The stage curtains and side wall drapes are in a pastel shade of bronze, specially chosen to blend with the rest of the decor and color lighting.

The projectors are specifically designed to project all picture ratios. These range from wide screen at 34′ × 19′3″ to Cinemascope at 45′ × 19′3″ and to the giant pictures of 70mm, and Todd-AO at 50′6″ × 23′. To satisfactorily illuminate these large pictures atmospheric arc lamps consuming 120 amps each are used. Sound reproducing equipment is also located in the projection room. Thus, all the equipment is under constant surveillance by the projectionist. All types of sound reproducing systems can be handled, including single-track optical, single-track magnetic, four-track magnetic, and six-track magnetic. Behind the screen, there are five dual-channel loudspeakers, positioned so that sound is equally distributed throughout the auditorium and to conserve the stereophonic effect created by the four and six track magnetic projector sound reproducers. An additional 34 loudspeakers are fitted in the main auditorium ceiling.



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Schuler Chocolates, Inc., 1000 W. Fifth St., Winona, Minn. 55987
Sperry Candy Co., 133 W. Pittsburgh Ave., Milwaukee, Wis. 53204—"Chicken Dinner," "Denver Sandwich"
Squirrel Brand Co., 10–12 Boardman St., Cambridge, Mass. 02139
Howard E. Stark, 181 N. Broadway, Milwaukee, Wis. 53202
Sweets Co. of America, Inc., 1515 Willow Ave., Hoboken, N. J. 07030—Candy, Tootsie Fudge, Tootsie Rolls
Switzer's Licorice Co., 612 N. First St., St. Louis, Mo. 63102
Terry Candy Co., 963 Newark Ave., Elizabeth, N. J. 07208
Van Houton & Zoon, 537 Greenwich St., New York, N. Y. 10013
James O. Welch Co., 810 Main St., Cambridge, Mass. 02139
Wilbur-Suchard Chocolate Co., 48 N. Broad St., Lititz, Pa. 17543
Williamson Candy Co., 4701 Armitage Ave., Chicago, Ill. 60639
York Caramel, Box 1147, York, Pa. 17405
George Zeigler Co., 408 W. Florida St., Milwaukee, Wis. 53204

COFFEE MAKER, VENDER

Coan Manufacturing Co., 2070 Helena St., Madison Wis. 53704
SEEBURG CORPORATION, 1500 N. Dayton St., Chicago, Ill. 60622
STAR METAL CORP., Trenton Ave. & Ann St., Philadelphia, Pa. 19134
Steel Products Co., 40 Eighth St., S.W., Cedar Rapids, Iowa 72404
Vendo Co., 1221 Baltimore Ave., Kansas City, Mo. 64105

CONCESSION SERVICE

ABC CONSOLIDATED CORPORATION, 50–01 Northern Boulevard, Long Island City, N. Y.
Araserv, Inc., 530 Walnut St., Phila., Pa. 19106
BERLO VENDING CO., 333 S. Broad St., Philadelphia, Pa. 19107
Confection Cabinet Corp., East Orange, N. J. 07012
Sportservice, Inc., Sportservice Building, Buffalo, N. Y. 14200
Theatre Confections Inc., 795 Monroe Ave., Rochester, N. Y. 14607

CONCESSION STANDS

Columbus Showcase Co., 850 W. Fifth Ave., Columbus, O. 43212—Showcases, candy stands
Gold Medal Products Co., 1877 Freeman Ave., Cincinnati, Ohio 45214—Modular Snack-Bar Units
Manley, Inc., 1920 Wyandotte, Kansas City, Mo.
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Savon Co., The, 286 Pennsylvania Ave., Paterson N. J. 07503
STAR METAL CORP., Trenton Ave. & Ann St., Phila. Penna. 19134—Self-service display equipment
Supurdisplay, Inc., 1109 N. 108th St., Milwaukee, Wis. 53226
Samson Berman, Associaties, 144–03 78th Ave., Flushing, N. Y. 11367

CUPS, TRAYS, PAPER

Continental Can Co., 349 Oraton St., Newark, N. J. 07104
Lily-Tulip Cup Corp., Chanin Building, 122 E. 42nd St., New York, N. Y. 10017
Maryland Cup Co., 10100 Reisterstown Road, Maryland 21117
U. S. Envelope Co., 68 Prescott, Worcester, Mass. 01605
Victor Wagner & Sons, 115 Ash St., Buffalo, N. Y. 14204—(Carry-out trays)

DRINK DISPENSER, FOUNTAIN, BOTTLE, CUP

American Machine & Foundry, 3232 N. Kilpatrick, Chicago, Ill. 60641
Automatic Products Co., (APCO), 956 Brush Hollow Rd., Westbury, N. Y. 11590—Beverage dispenser
Automatic Syrup Co., 46–07 Vernon Blvd., Long Island City, N. Y. 11101—Vending machines
Bastian-Blessing, 4201 W. Peterson Ave., Chicago, Ill. 60630—Soda fountain, carbonators, luncheonette units, coffee brewer.
C. T. C. Mfg. Co., 11936 Valerio St., N. Hollywood, Cal. 91605—"Whirlpool Jr." beverage dispenser
Carbonaire, Inc., 114 Fern Ave., San Francisco, Cal. 94109—Drink dispensing equipment
Continental-APCO, 956 Brush Hollow Rd., Westbury, N. Y. 11590—Beverage dispensers
Everfrost Sales, Inc., 14815 S. Broadway, Gardena, Cal. 90247—"Everfrost" soda bar
Helmco, Inc., 1215 W. Fullerton Ave., Chicago, Ill. 60614—Soda fountain and refriegration equipment
Hudson Soda Fountain and Refrigeration Co., Arlington, N. J. 07032—Soda fountains
W. Kestenbaum, Inc., 1790 1st Ave., New York, N. Y. 10028—Dispenser
The Liquid Carbonic Corp., 3110 S. Kedzie Ave., Chicago, Ill. 60623—Soda fountains

Majestic Enterprises, Inc., 959 Crenshaw Blvd., Los Angeles, Cal. 90019—Dispenser
Manley, Inc., 1920 Wyandotte St., Kansas City, Mo. 64108—"Ice-O-Bar" drink dispenser
Miller & Carrell Mfg. Co., 1215 12th Street, Denver, Colo. 80204—"Speedster" hot choc. dispenser
Modern Refreshers, Inc., 55 E. Washington St., Chicago, Ill. 60602—Dispenser
Multiplex Faucet Co., 4319–25 Duncan Ave., St. Louis, Mo. 63110—Beverage dispenser
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Rowe Mfg. Co., Inc., 75 Troy Hills Rd., Whippany, N. J. 07981—Beverage Dispenser
SEEBURG CORPORATION, 1500 N. Dayton St., Chicago, Ill. 60622—Beverage Dispenser.
Selmix Dispensers, Inc., 28–25 Borden Ave., Long Island City, N. Y. 11101—Beverage dispenser
Spacarb, Inc., Stamford, Conn. 06904—Cold vendors, cup (automatic)
Vendo Co., 1221 Baltimore Ave., Kansas City, Mo. 64105

FOOD PREPARATION EQUIPMENT

Bakers Pride Oven Co., 1641 E. 233rd St., New York, N. Y. 10066—Pizza ovens
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102—Pressure fryer
Bell Engineering Co., 55 Munroe Street, Lynn, Mass. 01901—Bar-B-Cutie barbeque
G. S. Blodgett Co., Inc., 50 Lakeside Ave., Burlington, Vt. 05401—Pizza ovens
Burger-Mat Corp., 341 39th St., Brooklyn, N. Y. 11232—Hamburger equipment
Clark Industries, Inc., 1509 Meridian St., Nashville, Tenn. 37207—Clark radiant electric hamburger broilers
J. J. Connolly, Inc., 645 1st Ave., New York, N. Y. —Automatic frankfurter—Roll-A-Grill
Dalason Prods. Co., 835 W. Madison, Chicago, Ill. 60607—Bar-B-Frank hot dog machine
Garvis Mfg. Co., 210 Court, Des Moines, Ia. 50309—Hot dog bun warmer
Greer Enterprises, Inc., Box 35, Quincy, Mich. 49082—"Glenray" hot dog machine
Harvic Mfg. Co., 760 St. Ann's Ave., Bronx, New York—Pizza ovens
Helmco, Inc., 1215 W. Fullerton, Chicago, Ill. 60614
Hollywood Servemaster, 114 W. 18th St., Kansas City, Mo. 64108—"Roto-Grill" hot dog machine
Hot Point (Div. of General Electric), 227 S. Sealey, Chicago, Ill. 60612—Food preparation equipment
Manley, Inc., 1920 Wyandotte St., Kansas City, Mo. 64108—"Frank-Bank" hot dog cooker and server
Savon Co., 286 Pennsylvania Ave., Paterson, N. J. 07503—Pizza pie ovens
Star Mfg. Co., 6300 St. Louis Ave., St. Louis, Mo. 63121—Food equipment
STAR METAL CORP., Trenton & Ann Sts., Phila., Pa. 19134—Vittle-Vendor hot food serving equipment
Toastmaster Prods. div., McGraw Electric Co., Elgin, Ill. 60120—Hot food servers, toasters, food preparation equipment
Virga's Pizza Crust Co., Inc., 2236 Conner St., New York, N. Y. 10066—Pizza ovens, supplies

FOODS, PREPARED

Arena Real Pizza Crust Co., 1393 Blondl Ave., Bronx, N. Y.—Pizza pie
Armour and Co., Union Stockyards, Chicago, Ill. 60609—Frankfurters
Campbell Soup Co., Camden, N. J. 08101—Canned Soups
Castleberry's Food Co., P. O. Box 1010, Augusta, Ga. 30903—Bar-B-Que, chili, canned, prepared
Flavo-Rite Food, Inc., 940 E. 149 St., Bronx, N. Y.—Egg, turkey and shrimp rolls
Frozen Food Prods., 1735 Margaret Ave., Altoona, Pa. 16601—Frozen foods
C. E. Grant, 616 E. Washington, Indianapolis, Ind. 46204—Frozen chicken
Hygrade Food Prods., 2811 Michigan Ave., Detroit, Mich. 48216—Frankfurters
Lazar Kosher Sasuage Co., 5511 N. Kedzie Ave., Chicago, Ill. 60625
Oscar Mayer Co., 910 Mayer Ave., Madison, Wis. 53704—Frankfurters, cold meats
Original Crispy Pizza Crust Co., 1393 Blondl Ave., Bronx, N. Y.—Pizza pie
Smithfield Ham Prods. Co., Smithfield, Va. 23430—"James River Brand" meat barbecues and sauces
Swift and Co., Union Stockyards, Chicago, Ill. 60609—Frankfurters
Tolona Pizza Pie Prods., Inc., 401 S. Cicero Ave., Chicago, Ill. 60644—Pizza products
Virga's Pizza Crust Co., Inc., 2236 Conner St., New York, N. Y. 10066—Pizza ovens, supplies

FRUIT JUICE DRINKS

American Citrus Corp., 333 N. Michigan Ave., Chicago, Ill. 60601—Del juice vendor
California Fruit Chimes Co., 325 S. Mission Dr., San Gabriel, Cal. 91776
Hamilton Beach Co., Division of Scovill Mfg. Co., Racine, Wis. 53401—Fresh fruit juice drinks
Metal Prods., Co., 1135 3rd St., Oakland, Cal. 94607—Can juice vendor
Snivel Vending and Sales Co., Winter Haven, Fla. 33880—Cup juice vendor
Sunkist Growers, Inc., 707 W. 5th St., Los Angeles, Cal. 90013

GUM

American Chicle Co., Thompson Ave., Long Island City, N. Y. 11101
Bowman Gum, Inc., 4865 Stenton Ave., Philadelphia, Pa. 19144
Frank H. Fleer Corp., 10th and Somerville, Philadelphia, Pa. 19141
Leaf Brands, Inc., 115 N. Cicero, Chicago, Ill. 60644
William Wrigley, Jr., Co., 410 N. Michigan Ave., Chicago, Ill. 60611—Package gum

ICE CREAM MANUFACTURERS, EQUIPMENT, VENDORS

Afco, Inc., 432 Alandale Ave., Los Angeles, Cal. 90036—Ice cream vendor
Artic Vendor Sales Corp., Appleton, Wis. 54910—Ice cream vendor
Atlas Tool and Mfg., Co., 5147 Natural Bridge Ave., St. Louis, Mo. 63115—Ice cream vendors
Badger Vending Machine Co., 710 N. Plankington, Milwaukee, Wis. 53203—Cup ice cream vendor
BALLY CASE & COOLER, INC., Bally, Pa. 19503—Ice cream display cases
Beatrice Foods, 120 S. LaSalle St., Chicago, Ill. 60603—Ice cream, milk, butter
The Borden Co., 350 Madison Ave., New York, N. Y. 10017—Ice cream
Craig Machine Co., Danvers, Mass. 01923—Ice cream vendor
Emery Thompson Machine and Supply Co., 1349 Inwood Ave., New York, N. Y. 10052—Ice cream and custard machine
Freeze King Corp., 2518 W. Montrose Ave., Chicago, Ill. 60618—Ice cream custard machine
Frosti-Server, 1833 Pacic Hgwy., San Diego, Cal. 92101—Ice cream vendor
General Equip. Sales Co., 814 S. West St., Indianapolis, Ind. 46225—Ice cream and custard machine, Sani-Serv self ice cream freezer
Fred Hebel Corp., Addison, Ill. 60101—Automatic coin ice cream vendor
Joe Lowe, Inc., 110 Route 4, Englewood, N. J.—"Frozen On-A-Stick Confection"
Multiple Prods. Co., 5210 Bonita, Dallas, Tex. 75206—Snow Cone machine
National Market Equip. Co., 25531 Dequindre, Royal Oak, Mich. 48071—Ice cream freezers and novelty cases
Superdisplay, Inc., 1324 W. Wisconsin Ave., Milwaukee, Wis. 53233—"Coldisplay" ice cream merchandiser
Sweden Freezer Mfg. Co., Dept. F-13-PR, Seattle, Wash. 98100—Ice cream and frozen custard fountain freezer
Swift and Co., Union Stockyards, Chicago, Ill. 60609—Ice cream
Tekni-Craft, Rockton, Ill. 61072—Ice cream and custard machine
Vendo Co., 1221 Baltimore Ave., Kansas City, Mo. 64105—Ice cream Vender
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Cal. 90015—Self-service ice cream merchandiser

POPCORN

American Popcorn Co., Sioux City, Ia. 51102—Raw popcorn
Blevins Popcorn Co., P. O. Box 278, Nashville, Tenn. 37202
Central Popcorn Co., Schaller, Ia. 51053—Popcorn
CHRISMAN POPCORN CO., 101 E. Poplar St., Murray, Ky. 42071
Albert Dickenson Co., 2750 W. 35th St., Chicago, Ill. 60632
J. A. McCarty Seed Co., 526 NW. 4th St., Evansville, Ind. 47708
Manley, Inc., 1920 Wyandotte, Kansas City, Mo. 64108
National Oats Co., Cedar Rapids, Ia. 52406
'Pop' Corn Sez Co., 429–35 S. 61st St., Philadelphia, Pa. 19143
Poppers Supply Co., 1211 N. 2nd St., Philadelphia, Pa. 19122
Wyandotte Popcorn Co., Marion, O. 43302

POPCORN EQUIPMENT

Bonanza, Inc., 2980 W. Pico Blvd., Los Angeles, Cal. 90006—Popcorn vending machines
C. Cretors and Co., 630 W. Cermak Rd., Chicago, Ill. 60616—Popcorn equipment, butter dispenser
Dairy Service Co., 100 E. Main St., Menomonee, Wis. 54751—Butter dispenser
DMC Corp., States Distributors, 1624 Harmon Pl., Minneapolis, Minn. 55403—Popcorn machines, automatic
Gold Medal Prods. Co., 1877 Freeman Ave., Cincinnati, Ohio 45214—Astro-Pop popcorn machine, caramel corn
Hollywood Servemaster Co., 114 W. 184th St., Kansas City, Mo. 64108—Popcorn warmer
Manley, Inc., 1920 Wyandotte St., Kansas City, Mo. 64108—Vending equipment and popcorn machines and supplies
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652—Popcorn equipment and supplies
Phenix Food Co., 460 E. Illinois Ave., Chicago, Ill. 60611
Savoral Co., Popcorn Bldg., Nashville, Tenn. 37202—Seasoning
Star Mfg. Co., 6300 St. Louis Ave., St. Louis, Mo. 63121—Popcorn machines, food equipment
Supurdisplay, Inc., 1109 N. 108th St., Milwaukee, Wis. 53213—Butter dispenser
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Cal. 90015—Butter dispenser

POPCORN SEASONING

Best Foods, Inc., 292 Madison Ave., New York, N. Y.
Capital City Prods., W. 1st and Perry, Columbus, O. 43201
Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn. 55415
E. F. Drew and Co., Inc., 51 Madison Ave., New York, N. Y.—10010—Tastee-Pop coconut oil bar seasoning
C. F. SIMONIN AND SONS, Belgarde and Tioga Sts., Philadelphia, Pa. 19134—Popsit Plus, Seazo oils
Server Sales, Inc., Main St., Menomonee Falls, Wis. 53051

PORTABLE VENDING EQUIPMENT

Atlas Body Corp., 4150 E. Thomspon St., Philadelphia, Pa. 19137—ABC Vendomobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream.
DMC Corp., distributed by All States Distributors, Inc., 1624 Harmon Pl., Minneapolis, Minn. 55403—"Pop Corn Shop" automatic popcorn machine
Walky Service Co., Schweiter Building, Wichita, Kans. 67202

CONCESSION TRAILERS

Armour and Co., Fresh and Smoked Sausage Dept., Chicago, Ill. 60609

THE COCA-COLA CO., trailers available from local distributors
Canada Dry Ginger Ale, Inc., 100 Park Ave., New York, N. Y. 10017
Dad's Root Beer Co., 2800–3400 N. Talman Ave., Chicago, Ill. 60618
DR PEPPER FOUNTAIN DIV., P. O. Box 5086, Dallas, Tex. 75222
Flavo-Rite Foods Co., 940 E. 149 St., Bronx, N. Y.
Frozen Farm Products Co., 1735 Margaret Ave., Altoona, Pa. 16601
Charles E. Hires Co., 206 S. 24th St., Philadelphia, Pa. 19103
Mickleberry Food Prods., 43rd and State Line, Kansas City, Kans. 66100
NATIONAL SCREEN SERVICE, 1600 Broadway, New York, N. Y. 10019
PEPSI-COLA CO., available from local distributors
Royal Crown Cola Co., 10th & 9th Ave., Columbus, Ga. 31901
Smithfield Ham and Prods. Co., Smithfield, Va. 23430
Superdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee, Wis. 53203

VENDING MACHINES (CANDY)

Belvend Co., 122 S. Michigan Ave., Chicago, Ill. 60603
DuGrenier, Arthur H., Inc., 15 Hale St., Haverhill, Mass. 01830
Mills Automatic Merchandising Co., 21–30 44th Rd., Long Island City, N. Y. 11101—Vending machine manufacturing
Mills Industries, 4100 Fullerton Ave., Chicago, Ill. 60639
National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo. 63115
Stoner Mfg. Co., 328 Gale St., Aurora, Ill. 60506
Vendo Co., 1221 Baltimore Ave., Kansas City, Mo. 64105

MISCELLANEOUS

American Automatic Ice Machine Co., 13600 Industrial Park Boulevard, Minneapolis, Minn. 55427
DCA Industries, 45 W. 36th St., New York, N. Y. 10018—Doughnut machines
S. T. Echols, Inc., Box 612, Bismarck, Mo. 63624—Snow cones
GLENCO REFRIGERATION CORP., Janney & Ann Sts., Phila., Pa. 19134—Refrigerators-freezers
Gold Medal Prods., 1877 Freeman Ave., Cincinnati, Ohio 45214—Snow cones, cotton candy, caramel corn, popcorn equip. & supplies
Hollywood Servemaster, 114 W. 18th St., Kansas City, Mo. 64108—Roto-Grille hot dog machines, Roto-Grille chili warmer
Marlan Co., 500 W. Cermak Rd., Chicago, Ill. 60616—Slush Master Freezer
Scotsman, Queen Prods. Div., 22 Front St., Albert Lea, Minn. 56007—Ice making machines
SEEBURG CORPORATION, 1500 N. Dayton St., Chicago, Illinois 60622—Coffee Vender.
Sno-Master, 124 Hopkins Pl., Baltimore, Md. 21201—Sno-cone, snoball machine
SpeeJ Scoop, 109 Thornton Ave., San Francisco, Cal. 94124—Popcorn scoop
Tyson-Caffey, 8 Briar Rd., Wayne, Pa. 19087—Carry-out beverage tray

Theatre Equipment Manufacturers

AIR CONDITIONING DIFFUSERS

Air Devices Co., 185 Madison Ave., New York, N. Y.
Anemostat Corp. of America, Scranton, Pa. 18501
Tuttle and Bailey Co., Corbin Ave., New Britain, Conn. 06052

AIR CONDITIONING EQUIPMENT

American Blower Corp., 8100 Tireman Blvd., Detroit, Mich. 48204
Baker Refrigeration Corp., Amer. Wheelabrator Co., Michawaka, Ind.
Chrysler Corp., Airtemp div., 119 Lee St., Dayton, O. 45401
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo. 63133
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton, O. 45401
Ready Power Co., 11233 Freud Ave., Detroit, Mich. 48214
Trane Co., 206 Cameron Ave., La Crosse, Wis. 54601
Typhoon Air Conditioning Co., Inc., 505 Carroll St., Brooklyn, N. Y. 11215
Westinghouse Electric Corp., Sturtevant div., 306 6th Ave., Pittsburgh Pa. 15230
Worthington Pump and Machine Corp., Carbondale div., Harrison, N. J. 07029

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J. 07102
Refresh-Aire Ozonizer Co., 382 Lafayette St., New York, N. Y. 10005
Supreme Air Conditioning Corporation, 663–5th Ave., New York, N. Y.

AMPLIFIERS

Altec-Lansing Corp., 9356 Santa Monica Blvd., Beverly Hills, Calif. 90210
Ampex Corp., 934 Charter St., Redwood City, Calif. 94063
Ampro Corp., 2839 N. Western Ave., Chicago, Ill. 60618
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb. 68102
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y. 10019
Motiograph, Inc., 4431 W. Lake St., Chicago, Ill. 60624
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Radio Corp. of America, RCA Victor Div., Camden, N. J. 08101
Westrex Corp., 540 W. 58th St., New York, N. Y. 10019

BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC., 317 N. Broad St., Philadelphia, Pa. 19107

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York, N. Y. 10019
Poblocki, Ben B. and Sons Co., 3238 W. Pierce St., Milwaukee, Wis. 53215
SELBY INDUSTRIES, 3920 Congress Parkway, West Richfield, Ohio 44286

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., Riverdale Ave., Greenwich, Conn.
Adair, R. H. Co., 6926 W. Roosevelt Rd., Oak Park, Ill. 60304
Argus Mfg. Co., 1134 Kilbourne Ave., Chicago, Ill. 60624
Bahn, L. Co., 123 W. Canton St., Boston, Mass. 02118
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb. 68102
Blackstone Coin Packer Co., 344 Dayton St., Madison, Wis. 53701
Brandt Automatic Cashier Co., Watertown, Wis. 53094
Coinometer Corp., 1223 S. Wabash, Ave., Chicago, Ill. 60605
General Register Co., 271 Schilling, Cockeysville, Md. 21030
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80201
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago, Ill. 60640
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, O. 44683
PEREY TURNSTILE CO., INC., 101 Park Ave., New York, N. Y. 10017
Taller and Cooper, Inc., 75 Front St., Brooklyn, N. Y. 11207

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927
Electro Carbons, 940 W. Belmont Ave., Chicago, Ill. 60657
Ringsdorff Carbon Co., 15 W. 44th St., New York, N. Y. 10036
UNION CARBIDE CORP.,—CARBON PRODS. DIV., 270 Park Ave., New York, N. Y. 10017

CARBON SAVERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb. 68102
CALI PRODS. CORP., P. O. Box 214291, Sacramento, Calif. 95821
Droll Theatre Supply, 317 S. Sangamon, Chicago, Ill. 60607
Hal I. Huff Mfg. Co., 659 W. Jefferson, Los Angeles, Calif. 90007
Payne Prods. Co., 2451 W. Stadium Blvd., Ann Arbor, Mich. 48103
Edw. H. Wolk, 1261 S. Wabash, Chicago, Ill. 60605

CARPETS

Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y. 10016
Dukane Textiles, Inc., 444 Broadway New York, N. Y. 10013
Firth, Inc., 295 5th Ave., New York, N. Y. 10016
Hardwick and Magee, 295 5th Ave., New York, N. Y. 10016
Karagheusian, A and M. Co., Inc., 295 5th Ave., New York, N. Y. 10016
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth, Minn. 55807
Leedom, Thomas L. Co., Bristol, Pa. 19007
Lomax Carpet Mills, Jasper and Orleans St., Philadelphia, Pa. 19134
Mohawk Carpet Mills, Inc., 295 5th Ave., New York, N. Y. 10016
Philadelphia Carpet Co., Allegheny Ave., at C St., Philadelphia, Pa. 19134
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York, N. Y. 10016

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago, Ill. 60654
U. S. Rubber Co., 1230 Ave. of Americas, New York, N. Y. 10020
Sponge Rubber Co., Shelton, Conn. 06484

CARPET-UPHOLSTERY CLEANING PRODUCTS

Artloom Carpet Co. (Chemical Prods. div.), Allegheny and Howard, Philadelphia, Pa. 19133
Breur Electric Mfg. Co., 5100 N. Ravenswood Rd., Chicago, Ill. 60640
Glamorene, Inc., Entin Road, Clifton, N. J.

Hild Floor Machine Co., 740 W. Washington, Chicago, Ill. 60606
Kinner Products Co., 13325 E. Broad St., Pataskala, O. 43062

CHAIRS

American Desk Co., P. O. Box 416, Temple, Tex. 76502
AMERICAN SEATING CO., 9th and Broadway, Grand Rapids, Mich. 49502
Griggs Equip. Co., 209 Beale St., Box 630 Belton, Tex. 76514
HEYWOOD-WAKEFIELD CO., Gardner, Mass. 01440
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich. 49502
Irwin Seating Co., 1480 Buchanan Ave., S. E. Grand Rapids, Mich. 49502
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208

CHAIR CUSHIONS

American Texteel Co., Bellefontaine, O. 43311
Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B. Buffalo, N. Y. 14207
Firestone Tire and Rubber Co., 1200 Firestone Pkwy., Akron, O. 44317
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo, N. Y. 14205
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208
Sponge Rubber Prods. Co., Howe St., Shelton, Conn. 06484
U. S. Rubber Co., mech. rubber goods div., 1230 Ave., of Americas, New York, N. Y. 10020

CHAIR REPAIR SERVICE

American Texteel Co., Bellefontaine, O. 43311
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208

CHAIR UPHOLSTERING FABRICS

American Texteel Co., Bellefontaine, O. 43311
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York, N. Y. 10010
Asher and Boretz, Inc., 40 W. 25th St., New York, N. Y.
Athol Mfg. Co., 366 Madison Ave., New York, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass. 01840
Celanese Corp. of America, plastic div., 522–5th Ave., New York, N. Y.
Chicopee Mills Inc., 1450 Broadway, New York, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J. 07105
DuPont, E. I. deNemours and Co., 350 5th Ave., New York, N. Y. 10001
E. F. Timme & Son, Inc., 200 Madison Ave., New York, N. Y. 10016
Firestone Rubber and Latex Products Co., Firestone Foamex div., Fall River, Mass. 02722
Goodrich, B. F. Co., 500 S. Main St., Akron, O. 44311
Hoenigsberger, H. L., 149 N. Wacker Dr., Chicago, Ill. 60606
Manko Fabrics Co., 11 W. 37th St., New York, N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia, Pa. 19134
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208
Texileather Corp., 607 Madison Ave., Toledo, O. 43603
Tufford Seat Covers, Inc., 140 W "B" St., San Diego, Calif. 92101
U. S. Rubber Co., 1230 Ave. of Americas, New York, N. Y. 10020

CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago, Ill. 60610
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles, Calif. 90001

COIN CHANGERS

National Rejectors, 5100 San Francisco Ave., St. Louis, Mo. 63115

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland, O. 44111
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
Kliegl Bros., 321 W. 50th St., New York, N. Y. 10019

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
Fish-Schurman Corp., 70 Portman Road, New Rochelle, N. Y.

CROWD CONTROL EQUIPMENT

Apex Bronze and Brass Works, Inc., 429 W. Broadway, New York, N. Y. 10012
Lawrence Metal Products, Inc., Lynbrook, N. Y. 11563
PEREY TURNSTILE CO., INC., 101 Park Ave., New York, N. Y. 10017
Reliance Art Metal Co., 601 W. McMicken Ave., Cincinnati, O. 45214

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa. 18102
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse, N. Y. 13204
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
NOVELTY SCENIC STUDIOS, INC., 432 E. 91st St., New York, N. Y. 10028
Vallen, Inc., 225 Bluff St., Akron, O. 44304
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles, Calif. 90001

DECORATORS' MATERIALS

Bil-Art Studios, Inc., 548 W. 53rd St., New York, N. Y. 10019
Brodsky, David E. Assoc., 242 N. 13th St., Philadelphia, Pa. 19107
Dazians, Inc., 142 W. 44th St., New York, N. Y. 10036
F & Y Building Service, 329 E. Town St., Columbus, O. 43215
Frankel Assoc., 218 W. 47th St., New York, N. Y. 10019
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo. 64106
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood, Calif. 90027
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
Maharam Fabric Corp., 130 W. 46th St., New York, N. Y. 10019
Manko Fabrics Co., 11 W. 37th St., New York, N. Y.
Marsh Wall Products, Inc., 4682 Main St., Dover, O. 44622
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb. 68102
H. R. Mitchell, Inc., Hartselle, Ala. 35640
Mosaic Tile Co., The, Zanesville, O. 43701
Northwest Scenic Studios, 607 Marshall St., N. E., Minneapolis, Minn. 55413
NOVELTY SCENIC STUDIOS, INC., 432 E. 91st St., New York, N. Y. 10028
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia, Pa. 19107
Premier Studios, 414 W. 45th St., New York, N. Y. 10019
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y. 10019
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y. 10036
Riseman, William, Assoc., 162 Newbury St., Boston, Mass. 02116
SOUNDFOLD, INC., P. O. Box 2125, Dayton, Ohio 45429
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill. 60610
Weiss, I and Sons., Inc., 445 W. 45th St., New York, N. Y. 10019

DIMMER EQUIPMENT

(See SWITCHBOARD)

DISPLAY AD MATERIALS

Fepco Theatre Advertisers, Box 795, Omaha, Neb. 68101
NATIONAL SCREEN SERVICE, 1600 Broadway, New York, N. Y. 10019

DISPLAY FRAMES, BOXES

BEVELITE, INC., 4801 Pacific Blvd., Vernon, Calif. 90058
Champion Metal Moulding Corp., River Road, Edgewater, N. J.
NATIONAL SCREEN SERVICE, 1600 Broadway, N. Y., N. Y. 10019
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montabello, Calif. 90640
Poblocki, Ben B. and Sons Co., 3238 W. Pierce St., Milwaukee, Wis. 53215
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O. 45214
Romar Vide Co., Chetek, Wis. 54728
Sioux Metal Products Co., P. O. Box 430, Bedford, O. 44014
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif. 90015

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind. 47424
Kawneer Co., 2510 Front St., Niles, Mich. 49120
Lawrence Metal Products, Inc., Lynbrook, N. Y. 11563
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago, Ill. 60618
Norton Laiser Co., Inc., 466 W. Superior St., Chicago, Ill. 60610
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O. 45214
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill. 60624
Stanley Works, 111 Elm St., New Britain, Conn. 06051
Universal Corp., 6710 Denton Dr., Dallas, Tex. 75209
Vonnegut Hardware Co., 402 W. Maryland St., Indianapolis, Ind. 46204
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn. 06902

DRAPERY AND WALL COVERINGS

(See DECORATORS)

DRINKING FOUNTAINS

Ebco Mfg. Co., 401 W. Town St., Columbus, O. 43215
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton, O. 45401
Puro Filter Corp. of America, 51st Ave. and 21st, Long Island City, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa. 19037
Voigt Co., 1649 N. Broad St., Philadelphia, Pa. 19102
Westinghouse Electric Corp., 983 Page Blvd., Springfield, Mass. 01104

EMERGENCY LIGHTING

Electric Storage Battery Co., 41 S. 15th St., Philadelphia, Pa. 19102
Fairbanks Morse and Co., 600 S. Michigan Ave., Chicago, Ill. 60605
Onan, D. W. Sons Co., 2515 University Ave., S.E., Minneapolis, Minn. 55414
Ready Power Co., 11233 Freud Ave., Detroit, Mich. 48214
Square D Co., 6060 Rivaud St., Detroit, Mich. 48211
U-C Lite Co., 290 E. Prairie St., Crystal Lake, Ill. 60014

ESCALATORS

The Peelle Co., 47 Stewart Ave., Brooklyn, N. Y. 11237

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O. 44114
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind. 46205
Fuld Bros., 702 S. Wolfe St., Baltimore, Md. 21231
Sani-Toil Labs, 121 Main St., Joplin, Mo. 64801
West Chemical Products Co., 42-16 West Street, Long Island City, N. Y. 11101

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill. 60506
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago, Ill. 60632
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80201
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
Hawthorne Mfg. Co., 2930 37th Ave., S., Minneapolis, Minn. 55406
Neumade Products Corp., 720 White Plains Road, Scarsdale, N. Y. 10583

FIRE EXTINGUISHERS

American LaFrance-Foamlite Corp., 100 E. LaFrance St., Elmira, N. Y. 14904
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn. 06605
Buffalo Fire Appliance Corp., 290 Main St., Buffalo, N. Y. 14202
General Detroit Corp., 2270 E. Jefferson Ave., Detroit, Mich. 48207
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J. 07109
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia, Pa. 19125

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo, N. Y. 14202
General Detroit Corp., 2770 E. Jefferson Ave., Detroit, Mich. 48207

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford, Conn. 06106

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland, O. 44111
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn. 06062

FIREWORKS

Liberty Fireworks Co., P. O. Box 683, Danville, Ill. 61834

FLOORING MATERIALS

American Mat Corp., 2018 Adams St., Toledo, O. 43602
Armstrong Cork Co., 1240 State St., Lancaster, Pa. 17603
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearny, N. J. 07032
Freemont Rubber Co., 115 McPherson Hwy., Fremont, O. 43420
Goodyear Tire and Rubber Co., Inc., flooring div., 515 Madison Ave., Long Island City, N. Y.
Homasote Co., Fernwood Rd., Trenton, N. J. 08603
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass. 02172
Mosaic Tile Co., Zanesville, O. 43702
National Terrazzo and Mosaic Assn., 104 E. 40th St., New York, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke Ave., Milwaukee, Wis. 53206
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill. 60411

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 47 E. Lake St., Chicago, Ill. 60601
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
General Electric Co., 1285 Boston Ave., Bridgeport, Conn. 06602
General Luminescent Corp., 638 S. Federal St., Chicago, Ill. 60605
Guth Bros., 2615 Washington Blvd., St. Louis, Mo. 63103
Strobite Co., 75 W. 45th St., New York, N. Y. 10036
Switzer Bros., 4732 St. Clair Ave., Cleveland, O. 44103

FRONTS

Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati, O. 45232
Kawneer Co., 2510 Front St., Niles, Mich. 49120
Reliance Art Metal Co., 601 McMicken, Cincinnati, O. 45214

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass. 01440

GLASS, STRUCTURAL

Libby-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo, O. 43603
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O. 43604
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh, Pa. 15222

HAND DRYERS

American Dryer Corp., 1324 Locust St., Philadelphia, Pa. 19107
Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill. 60614.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

HEARING AIDS

Dictograph Products Co., Inc., 566–7th Ave., New York, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y. 10523
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill. 60653
Western Electric Co., 195 Broadway, New York, N. Y. 10007
Zenith Radio Corp., 6001 Dickens St., Chicago, Ill. 60639.

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill. 61701
American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York, N. Y. 10018
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I. 02903
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn. 06902
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo. 63102
U. S. Radiator Co., 535 Griswold St., Detroit, Mich. 48226

INSULATION, ACOUSTICAL THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago, Ill. 60622
Armstrong Cork Co., 1240 State St., Lancaster, Pa. 17603
Celotex Corp., 120 S. LaSalle St., Chicago, Ill. 60603
Certain-Teed Products Corp., Ardmore, Pa. 19003
Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati, O. 45232
Homasote Co., Fernwood Ave., Trenton, N. J. 08603
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn. 55402
Johns-Manville Corp., 22 E. 40th St., New York, N. Y. 10016
Keasbey and Mattison Co., Ambler, Pa. 19002
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O. 44114
Kimberly-Clark Corp., Neenah, Wis. 54957
Marsh Wall Prods. Co., 4682 Main, Dover, O. 44622
National Gypsum Co., 325 Delaware St., Buffalo, N. Y. 14202
Owens-Corning Fiberglass Co., 2033 Nicholas Bldg., Toledo, O. 43601
PermaStone Co., 719 Hudson St., Columbus, O. 43211
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh, Pa. 15222
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J. 07104
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill. 60606
U. S. Rock Wool Co., 40 S. Main, Salt Lake City, Utah 84101
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago, Ill. 60603
Wood Conversion Co., 1st National Bldg., St. Paul, Minn. 55101

INTERCOMMUNICATION SYSTEMS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-in Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo. 64105
EPRAD, 1206 Cherry St., Toledo, O. 43608
Motiograph, Inc., Servus-Fone div. (Electronic Car Hop), 4922 W. Grand Ave., Chicago, Ill. 60638
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
R. W. Neill Co., 1811 Caroll Ave., Chicago, Ill. 60612
NORTH AMERICAN PHILIPS (Norelco), 299 Route 17, Paramus, N. J. 07652
Operadio Mfg. Co., St. Charles, Ill. 60174

JANITOR SUPPLIES

Afta Solvents Corp., 32 Moris Ave., Glen Cove, N. Y.
Artloom Carpet Co., (Chemical Products div.), Allegheny and Howard, Philadelphia, Pa. 19133
Breuer Electric Mfg. Co., 5148 N. Ravenswood Ave., Chicago, Ill. 60640
Fuld Bros., 702 S. Wolfe St., Baltimore, Md. 21231
Fuller Brush Co., The, Main St., Hartford, Conn. 06103
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80201
Holcomb, J. I. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind. 46203
Horn, A. C. Co., 43-36 Tenth St., Long Island City, N. Y. 11101
Hospital Specialty Co., The, 1991 E. 66th St., Clevelanl, O. 44103
Kinner Products Co., 13325 E. Broad St., Pataskala, O. 43062
Melro Enterprises, Cramer Rd., Poughkeepsie, N. Y. 12603
Morton Salt Co., 310 S. Michigan Ave., Chicago, Ill. 60604
Sanitex Co., 14182 Meyers Rd., Detroit, Mich. 48227
Straubel Paper Co., Green Bay, Wis. 54305
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago, Ill. 60612
West Disinfecting Co., 52-16 West St., Long Island City, N. Y. 11101

LADDERS

Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City, N. Y. 11101
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati, O. 45206
R. D. Werner Co., 350–5th Ave., New York, N. Y.

LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting Inc., 521 W. 43rd St., New York, N. Y. 10036

General Electric Co., lamp div., Nela Park, Cleveland, O. 44113
Kliegl Bros. Universal Electric Stage Lighting Co., 32–34 48th Ave., Long Island City, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave., Newark, N. J. 07108
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J. 07111
Sioux Metal Products Co., P. O. Box 430, Bedford, O. 44014
Sylvania Electric Products, Inc., 730–3rd Ave., New York, N. Y.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O. 44107

LENSES

American Optical Co., 19 Doat St., Buffalo, N. Y. 14211
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester, N. Y. 14602
Bell & Howell Co., 7100 McCormick, Chicago, Ill. 60645
General Scientic Corp., 5151 W. 65th St., Chicago, Ill. 60638
Ilex Optical Co., 690 Portland St., Rochester, N. Y. 14605
KOLLMORGEN CORP., 347 King St., Northampton, Mass. 01060
NORTH AMERICAN PHILIPS, INC., 100 E. 42 St., New York, N. Y. 10017
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif. 90045
Projection Optics Co., Inc., 330 Lyell Ave. Rochester, N. Y. 14606
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago, Ill. 60608
United Artists Theatres, 233 W. 49th St., New York, N. Y. 10019 Dimension 150 lenses.
Wollensak Optical Mfg. Co., 856 Hudson Ave., Rochester, N. Y. 14621
Zenith Optical Co., Huntington, W. Va. 25701

LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N., Chicago, Ill. 60618
Bleck, M., Mfg. Co., 300 N. 3rd St., Philadelphia, Pa. 19106
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport, Conn. 06605
Capitol Stage Lighting Co., 509 W. 56th St., New York, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
J. H. Channon Co., 1455 Hubbard, Chicago, Ill. 60622
Clancy, J. R. Inc., 1010 Belden Ave., Syracuse, N. Y. 13204
Curtis Lighting, Inc., 6135 W. 65th St., Chicago, Ill. 60638
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee, Wis. 53201
General Electric Co., lamp div., Nela Park, Cleveland, O. 44113
General Luminescent Corp., 638 S. Federal St., Chicago, Ill. 60605
GoldE Manufacturing Co., Heiland div., Denver, Colo. 80200
Grimes Manufacturing Co., Urbana, O. 43078
Guth Bros., 2615 Washington Blvd., St. Louis, Mo. 63103
Hub Electric Co., 2225 Grand Ave., Chicago, Ill. 60612
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J. 07003
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York, N. Y. 10019
Major Equipment Co., 4603 Fullerton Ave., Chicago, Ill. 60639
Mitchell, Hubert, Industries, Inc., Hartsell, Ala. 35640
Revere Electric Manuafcturing Co., 6009 N. Broadway, Chicago, Ill. 60604
Reynolds Electric Co., 2650 W. Congress St., Chicago, Ill. 60612
Spare Electric Corp., 18222 Lanken, Cleveland, O. 44119
Sperti, Inc., Norwood Sta., Cincinnati, O. 45212
Summerour and Devine, Inc., 115 W. 17th St., Kansas City, Mo. 64108
Tiffin Scientific Studios, Tiffin, O. 44883
Voigt Co., 1649 N. Broad St., Philadelphia, Pa. 19122
Westinghouse Electric Corp., lamp div., Bloomfield, N. J. 07003
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O. 44107
Capitol Stage Lighting Co., 509 W. 56th St., New York, N. Y.
Winston, Charles J. and Co., Inc., 515 Madison Ave., New York, N. Y.

LOBBY HARDWARE

Apex Brass and Bronze Works, Inc., 431 W. Broadway, New York, N. Y.
Art in Metal Co., 15 Frost, Brooklyn, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago, Ill. 60647
Lawrence Metal Products, Inc., Lynbrook, N. Y. 11563
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati, O. 45204

MAGAZINES

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y. 10019
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80205
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Natural Vision Corp., 1710 N. LaBrea, Hollywood, Calif. 90046
Strobl Dodge, P. O. Box 24, Cincinnati, O. 45230
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill. 60605
Wenzel Projector, 2505 S. State, Chicago, Ill. 60616

MATS, RUBBER

American Mat Corp., 724 Park Ave., Wapakoneta, O. 45895
American Tile and Rubber Co., Perrine Ave., Trenton, N. J. 08638
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash. 98134
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O. 43420
Goodyear Tire & Rubber Co., flooring div., 515 Madison Ave., New York, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave., Akron, O. 44308
National Mat Co., 72 Kingsley St., Buffalo, N. Y. 14208
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York, N. Y. 10020

MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood, Calif. 90038
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh, Pa. 15219

MOTOR GENERATORS

Automatic Devices Co., 114 N. 8th St., Allentown, Pa. 18101
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio 44111
Imperial Electric Co., 84 Ira Ave., Akron, O. 44301
Motiograph Inc., 4922 W. Grand Ave., Chicago, Ill. 60639
Robin J. E., Inc., 267 Rhode Island Ave., East Orange, N. J. 07018

ORNAMENTAL METAL WORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo. 63118
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O. 43211
Reliance Art Metal Co., 601 W. McMicken Ave., Cincinnati, O. 45214

PAINT

NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Pabco Products, Inc., 475 Brannan St., San Francisco, Calif. 94119
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis, Mo. 63110
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo. 64108

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York, N. Y. 10018
Bradley Washfountain Co., Box 309, Menomonee Falls, Wis. 53055
Kohler Co., Kohler, Wis. 53044
Sperzel Sanitary Seat Co., 123 14th Ave., S., Minneapolis, Minn. 55404
Standard Art, Marble and Tile Co., 117 "D" St., N. W., Washington, D. C. 20001

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Hecht Mfg. & Premium Co., 184 Merrick Rd., Merrick, New York 11566
Price Company, Inc., Premiums, 180–25 Liberty Ave., Jamaica, N. Y.
Shure, N. and Co., 200 W. Adams St., Chicago, Ill. 60606
West Bend Aluminum Co., West Bend, Wis. 53095

PROJECTION LAMPS

ASHCRAFT C. S. MFG. CO., 36–32 38th St., Long Island City, N. Y. 11101
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927
Hughes Electronics, 5271 W. Jefferson Blvd., Los Angeles, Calif. 90016
KNEISLEY ELECTRIC CO., 2501 La Grange, Toledo, Ohio 43603
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
NORTH AMERICAN PHILIPS (Norelco), 299 Route 17, Paramus, N. J. 07652
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601
XETRON PRODUCTS div. Carbons, Inc., 10 Saddle Rd., Cedar Knolls, N. J. 07927

PROJECTOR INTERLOCKS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y. 10019
Motiograph, Inc., 4922 W. Grand Ave., Chicago, Ill. 60639
Natural Vision Corp., 1710 N. LaBrea, Hollywood, Calif. 90046

PROJECTOR PARTS

La Vezzi Machine Works, 4635 W. Lake St., Chicago, Ill. 60666

PROJECTORS, 35mm

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927—Cinemeccanica projectors.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y. 10019
GENERAL PRECISION LABS, Pleasantville, N. Y. 10570
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
NORTH AMERICAN PHILIPS, Norelco projectors, 299 Route 17, Paramus, N. J. 07652
N. V. PHILIPS GLOEILAMPENFABRIEKEN, Cinema Equipment Dept., Eindhoven, Netherlands
Paromel Electronics Corp., 2048 W. North Ave., Chicago, Ill. 60647

PROJECTORS, 70mm

CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927. Cinemeccanico projectors.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y. 10019
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
NORTH AMERICAN PHILIPS, Norelco projectors, 299 Route 17, Paramus, N. J. 07652
N. V. PHILIPS GLOEILAMPENFABRIEKEN, Cinema Equipment Dept., Eindhoven, Netherlands

PROJECTORS, 16mm

Ampro Corp., 2835 N. Western Ave., Chicago, Ill. 60618
Bell and Howell Co., 7183 McCormick, Chicago, Ill. 60645
Camera Equipment Co., 315 W. 43rd St., New York, N. Y. 10036
EASTMAN KODAK CO., 343 State St., Rochester, N. Y. 14604
NORTH AMERICAN PHILIPS, Norelco Projectors, 299 Route 17, Paramus, N. J. 07652
N. V. PHILIPS GLOEILAMPENFABRIEKEN, Cinema Equipment Dept., Eindhoven, Netherlands
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J. 08101
Victor Animatograph Corp., Davenport Bank Bldg., Davenport, Ia. 52801

RECTIFIERS

ASHCRAFT, C. S. MFG. CO., 36-32 38th St., Long Island City, N. Y. 11101
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Carver Electric Co., 327 Carter St., Union City, Ind. 47390
Continental Electric Co. (Rectifier Tubes), 715 Hamilton St., Geneva, Ill. 60134
Gordos Corp., (Rectifier Tubes), 250 Glenwood Ave., Bloomfield, N. J. 07003
KNEISLEY ELECTRIC CO., 2501 La Grange, Toledo, O. 43603
Mallory, P. R. and Co., Inc., 3029 Washington St., Indianapolis, Ind. 46206
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601

REEL-END ALARMS

American Theatre Supply Company, Inc., 2300 1st Ave., Seattle, Wash. 98101

REELS AND REWINDS

General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood, Calif. 90038
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80205
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
Griswold Machine Works, Port Jefferson, N. Y. 11777
Neumade Products Co., 720 White Plains Road, Scarsdale, N. Y. 10583
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles, Calif. 90002
Wenzel Projector, 2505 S. State St., Chicago, Ill. 60616

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y. 14605
HEYER-SHULTZ INC., Cedar Grove, N. J. 07009
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601

SAFES

Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago. Ill. 60632
Hawthorne Mfg. Co., 2930 37th Ave., S., Minneapolis, Minn. 55406
Mosler Safe Co., 320 5th Ave., New York, N. Y. 10001

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
HURLEY SCREEN CO., 26 Sarah Drive, Farmingdale, N. Y. 11735.
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago, Ill. 60608
B. F. Shearer Co., 2318 Second Ave., Seattle, Wash. 98101
TECHNIKOTE CORP., 63 Seabring St., Brooklyn, N. Y. 11231
Trans-Lux Corp., 625 Madison Ave., New York, N. Y. 10022
WALKER-AMERICAN CORP., 2665 Delmar Blvd., St. Louis, Mo. 63106
Williams Screen Co., 1620 Summit Lake Blvd., Akron, O. 44314

SCREEN FRAMES

Artcraft Strauss Sign Co., 830 12th Ave., New York, N. Y. 10019
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis, Minn. 55402
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
Nick Mulone and Son, Cheswick, Pa. 15024
SELBY INDUSTRIES, West Richfield, Ohio 44286
TECHNIKOTE CORP., 63 Seabring St., Brooklyn, N. Y. 11231
Unistrut Products Co., 1013 W. Washington Blvd., Chicago, Ill. 60607

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo. 64503
Ardley Studio, Inc., 131 W. 45th St., New York, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston, Mass. 02118
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Beach Co., Coshocton, O. 43812
BEVELITE INC., 4801 Pacific Blvd., Vernon, Calif. 90058
Century Lighting Inc., 521 W. 43rd St., New York, N. Y. 10036
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Federal Electric Co., 8700 S. State St., Chicago, Ill. 60619
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa. 15010
Kliegl Bros., 321 W. 50th St., New York, N. Y. 10019
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago, Ill. 60604
Sola Electric Co., 4613 W. 16th St., Cicero, Ill. 60650
South Bend Neon Sign Co., 215 Garst St., South Bend, Ind. 46618
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind. 47713
Voigt Co., 1649 N. Broad St., Philadelphia, Pa. 19122

SIGN LETTERS AND MARQUEES

Adler Silhouette Letter Co., 11843 W. Olympic Blvd., Los Angeles, Calif. 90064
Artcraft Strauss Sign Co., 830 12th Ave., New York, N. Y. 10019
Associated T. & R. Co., 354 W. 44th St., New York, N. Y. 10036
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
BEVELITE, INC., 4801 Pacific Blvd., Vernon, Calif. 90058
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee, Wisc. 53212
Falk Glass and Plastics Co., Inc., 48–10 Astria Boulevard, Astoria, N. Y.
Flexlume Sign Corp., 1464 Main St., Buffalo, N. Y. 14209
Poblocki Ben B. and Sons Co., 3238 W. Pierce St., Milwaukee, Wis. 53215
Sign Animation Corp., 229 W. 42nd St., New York, N. Y. 10036
Sioux Metal Products Co., P. O. Box 430, Bedford, O. 44014
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind. 47713
Triple-S Supply Co., 206 First St., San Francisco, Calif. 94105
Wagner Sign Service, Inc., 3100 Hirsch St., Melrose Park, Ill. 60160

SOUND EQUIPMENT

Altec Lansing Corp., 1515 S. Manchester Ave., Anaheim, Calif. 92801
Ampex Electric Corp., 934 Charter St., Redwood City, Calif. 94063
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CARBONS, INC., 10 Saddle Rd., Cedar Knolls, N. J. 07927
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y. 10019
EPRAD, 1206 Cherry St., Toledo, O. 43608
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill. 60638
Motiograph, Inc., 4922 W. Grand Ave., Chicago, Ill. 60639
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Natural Sound Corp., 1710 N. LaBrea, Hollywood, Calif. 90046
NORTH AMERICAN PHILIPS CO. (NORELCO), 299 Route 17, Paramus, N. J. 07652
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J. 08101
Wenzel Projector Co., 2505-19 S. State St., Chicago, Ill. 60616

SOUND EQUIPMENT SERVICE

Altec Service Co., 222 Park Ave. South, New York, N. Y. 10003
RCA SERVICE CO., Technical Prods. Div., Camden, N. J. 08101

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10019
Genarco, Inc., 97–04 Sutphin Blvd., Jamica, N. Y. 11435
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York, N. Y. 10019
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601

STAGE HARDWARE

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa. 18101
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse, N. Y. 13204
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
NOVELTY SCENIC STUDIO, INC., 432 E. 91st St., New York, N. Y. 10028
Vallen, Inc., 225 Bluff St., Akron, O. 44304
Weiss, I. and Sons, Inc., 445 W. 45th St., New York, N. Y. 10019

STAIR TREADS

American Mat Corp., 724 Park Ave., Wapakoneta, O. 45895
Fremont Rubber Co., 115 McPherson Hwy., Freemont, O. 43420
Perfo Mat and Rubber Co., 155 Liberty Ave., Brooklyn, N. Y.
Safe Tread Co., 45 N. Broad, Ridgewood, N. J.
Sioux Metal Products Co., P. O. Box 430, Bedford, O. 44014

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Pl., St. Louis, Mo. 63113
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee, Wis. 53201
Federal Pacific Electric Products Co., 50 Paris St., Newark, N. J. 07105
General Radio Co., 275 Massachusetts Ave., Cambridge, Mass. 02139
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago, Ill. 60638
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York, N. Y. 10019
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville, Tenn. 37904
Major Equipment Co., 4603 Fullerton Ave., Chicago, Ill. 60639
Mitchell, Hubert, Industries, Inc., Hartselle, Ala. 35640
Square D Co., 6060 Rivaud St., Detroit, Mich. 48211
Superior Electric Co., 83 Laurel St., Bristol, Conn. 06010
Time-O-Matic Co., Danville, Ill. 61832
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn. 06062
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y. 10550

TICKET MACHINES & BOXES

General Register Co., 271 Schilling, Cockeysville, Md. 21030
Goldberg Bros., 3500 Walnut St., Denver, Colo. 80205
GoldE Mfg. Co., Heiland div., Denver, Colo. 80200
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O. 45214

THEATRE TELEVISION

Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne, Ind. 46801
National General Corp., P. O. Box 54861 Terminal Annex, Los Angeles, Calif. 90054
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J. 08101
Theatre Network Television, 575 Madison Ave., New York, N. Y. 10022

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill. 61101
Johnson Service Co., 507 E. Michigan St., Milwaukee, Wis. 53202
Minneapolis-Honeywell Regulator Co., 2747–53 4th Ave., S., Minneapolis, Minn. 55408

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York, N. Y. 10003
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa. 1910~
International Ticket Co., 50 Grafton Ave., Newark, N. J. 07104
NATIONAL TICKET CO., 1564 Broadway, New York, N. Y. 10036
Toledo Ticket Co., 116 Erie St., Tolelo, O. 43600

TILE, STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271 Lansdale, Pa. 19446
American Tile and Rubber Co., Perrine Ave., Trenton, N. J. 08638
Arketec Ceramic Corp., Brazil, Ind. 47834
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati, O. 45215
Mosaic Tile Co., Zanesville, O. 43701
National Fireproofing Corp., 202 E. Ohio, St., Pittsburgh, Pa. 15212
National Tile Co., 1200 E. 26th St., Anderson, Ind. 46011
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C. 20001
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill. 60411
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O. 44702

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, SLIDES

Filmack Trailer Co., 1327 S. Wabash Ave., Chicago, Ill. 60605
NATIONAL SCREEN SERVICE CORP., 1600 Broadway, New York, N. Y. 10019

TURNSTILES

PEREY TURNSTILE CO., Inc., 101 Park Ave., New York, N. Y. 10017

UNIFORMS, SHIRTS, COLLARS

Angelica Uniform Co., 1427 Olive St., St. Louis, Mo. 63103
S. Appel and Co., Inc., 740 Broadway, New York, N. Y. 10003
Brooks Uniform Co., Inc., 3 W. 61st. St., New York, N. Y. 10023
GIBSON LEE, INC., (Successors to Reversible Collar Co.), 95 Binney St., Cambridge, Mass. 02142
Maier-Lavaty Co., 2141 Lincoln Ave., Chicago, Ill. 60614
Troy Novelties Co., 5 Union St., Troy, N. Y. 12180

VACUUM CLEANERS

Allen Billmyrae div., Lamson Corp., 425 Lamson St., Syracuse, N. Y. 13201
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago, Ill. 60640
Eureka Vacuum Cleaner Co., Bloomington, Ill. 61701
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn. 06600
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago, Ill. 60606
Ideal Industries, Inc., Sycamore, Ill. 60178
Kent Co., Inc., 174 Canal St., Rome, N. Y. 13440
Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass. 02100
Multi-Clean Prods., 2277 Ford Pkwy., St. Paul, Minn. 55101
National Super Service Co., 1946 N. 13th St., Toledo, O. 43624
Scott and Fetzer Co., The, 11401 Locust Ave., Clevelanl, O. 44102
Spencer Turbine Co., 486 Newark Ave., Hartford, Conn. 06100
Westinghouse Electric Corp., 983 Page Blvd., Springfield, Mass. 01104
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis. 53403

VENTILATING SYSTEMS

(See AIR CONDITIONING)

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y. 10036
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York, N. Y. 10019

DRIVE-IN GUIDE

ADMISSION SYSTEMS

EPRAD COMPANY, 1206 Cherry St., Toledo, O. 43608
General Register Co., 271 Schilling, Cocksysville, Md. 21030
K-Hill Signal Co., Inc., 326 W. 3rd St., Uhrichsville, O. 44683
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Palmer Engineering and Development Co., 2459 N. Chico Ave., El Monte, Calif. 91733
Taller and Cooper, Inc., 75 Front St., Brooklyn, N. Y. 11201

ATTRACTION BOARD

Adler Silhouette Letter Co., 11843 W. Olympic Blvd., Los Angeles, Calif. 90064
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
SELBY INDUSTRIES, West Richfield, Ohio 44286
Tiffin Art Metal Co., Tiffin, O. 44883
Wagner Sign Service, Inc., 3100 Hirsch St., Melrose Park, Ill. 60160

CABLE AND SPEAKER CORDS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1707 Davenport St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
U. S. Steel Corp., Pittsburgh, Pa. 15219
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles, Calif. 90001
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury, Conn. 06720
Whitney Blake Co., 1565 Dixwell Ave., New Haven, Conn. 06514

DRIVE-IN LIGHTING

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Federal Sign & Signal Co., 8764 S. State St., Chicago, Ill. 60609
SELBY INDUSTRIES, West Richfield, Ohio 44286
Tripp Mfg. Co., 133 N. Jefferson St., Chicago, Ill. 60606
STRONG ELECTRIC CORP., 21 City Park Ave., Toledo, O. 43601

DRIVE-IN THEATRE SEATING

AMERICAN SEATING CO., 9th & Broadway, Grand Rapids, Mich. 49502
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Texas 76513
HEYWOOD-WAKEFIELD CO., Gardner, Mass. 01440
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich. 49502
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn. 37208

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn. 06600
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore, Md. 21224
Habitant Fence Co., Bay City, Mich. 48707
SELBY INDUSTRIES, West Richfield, Ohio 44286

IN-CAR HEATERS

Arvin Industries, Columbus, Ind. 47201
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
Thermolater Co., 1628 Victory Blvd., Glendale, Calif. 91201

IN-CAR SPEAKERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
BEVELITE MFG. CO., 4801 Pacific Boulevard, Vernon, Calif. 90058
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
Minneapolis Speaker Co., 3806 Grand Ave., S., Minneapolis, Minn. 55409
Motiograph, Inc., 4922 W. Grand Ave., Chicago, Ill. 60639
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Projected Sound, Plainfield, Ind. 46168
United Speaker Co., 1263 3rd Ave., New Kensington, Pa. 15068

INSECTICIDE FOGGING APPARATUS

Todd Shipyards Corp., Product div., Halleck St., Brooklyn, N. Y. 11231

INSECT CONTROL SYSTEMS

Barrett Chemical Co., H & Luzerne Sts., Philadelphia, Pa. 19124
C. B. Doige Company, Westport, Conn. 06880
Hydraulic Mfg. Co., 1100 S. Alfred St., Alexandria, Va. 22314

LITTER EQUIPMENT

Litterlift, 202 N. Mahaffee, Olathe, Kan. 66061
Mideast Sales, P. O. Box 62, Lockland, O. 45215
Tarrant Manufacturing Co., 59 Lake St., Saratoga Springs, N. Y. 12866

PLAYGROUND EQUIPMENT, RIDES

American Playground Device Co., Nahma, Mich. 49864
Burke, J. E., Co., Fond Du Lac, Wis. 54936
Doepke Mfg. Co., Rossmoyne, O. 45236
Herschell, Allen, Co., 1165 Clinton St., Buffalo, New York 14240
Hills Playground Equip. Co., Grand Prairie, Tex. 75050
Game Time, Inc., Litchfield, Mich. 49252
Jamison Mfg. Co., 8800 S. Mettler, Los Angeles, Calif. 90003
King Amusement Co., Mt. Clemens, Mich. 48043
Miracle Equip Co., Grinnell, Ia. 50112
Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif. 90292
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Play Sculpture, 7 University Pl., New York, N. Y. 10003
Pressweld Inc., Sebring, O. 44672

POOLS AND EQUIPMENT

American Playground Device Co., Nahma, Mich. 49864
International Swimming Pool Corp., 290 Hall Ave., White Plains, N. Y. 10604

PORTHOLE BLOWERS

Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101

RAMP AND DIRECTIONAL SIGNS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
Federal Sign & Signal Co., 8764 S. State St., Chicago, Ill. 60619
Motiograph, Inc., 4922 W. Grand Ave., Chicago, Ill. 60639
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652

SCREEN COATINGS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
EPRAD, 1206 Cherry St., Toledo, O. 43608
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis, Mo. 63110
TECHNIKOTE CORP., 63 Seabring St., Brooklyn, N. Y. 11231
Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland, O. 44102

SCREEN TOWERS, SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
CAREW CORP., York, Pa. 17405
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
NATIONAL THEATRE SUPPLY CO., 411 Sette Drive, Paramus, N. J. 07652
Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul, Minn. 55101
SELBY INDUSTRIES, West Richfield, Ohio 44286
Timber Structures, Inc., P. O. Box 3782, Portland, Ore. 97208
Tweedy Screen Corp., 5055 N. E. 6th St., Minneapolis, Minn. 55421

SPEAKER POST (DRIVE-IN)

Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Sonken-Galamba, Inc., Riverview at Second St., Kansas City, Kans. 66118
SELBY INDUSTRIES, West Richfield, Ohio 44286

SPEAKER REPAIR

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha, Neb. 68102
Drive-In Theatre Mfg. Co., 709 N. 6th St., Kansas City, Kans. 66101
Motiograph, Inc., 4922 W. Grand Ave., Chicago, Ill. 60639
Western Electronic Co., 3311 Houston Ave., Houston, Tex. 77009

Theatre Supply Dealers of the United States

Comprehensive Listing of Names, Addresses, Personnel, Telephones, and the Areas Served

ALABAMA

THE QUEEN FEATURE SERVICE, INC., 2409 First Ave. N., Birmingham, 35203. Telephone: 205-251-8665, 205-328-5675. PERSONNEL—Manager: Miss Vivian Harwell. Salesmen: William H. McKenzie, R. L. Tyler. AREA SERVED—Alabama, Tennessee, Mississippi, Georgia, Northern Florida.

ARKANSAS

*ARKANSAS THEATRE SUPPLY, INC., 1015 Division St., North Little Rock. Telephone: FR 2-2632—(Emergency Night) SK 3-2067. PERSONNEL—President: H. E. Wortsmith. Manager: Mrs. Mary Tracy. AREA SERVED—Arkansas, Tennessee, Mississippi, Missouri.

CALIFORNIA

JOHN P. FILBERT CO., INC., 2007 S. Vermont Ave., Los Angeles, Calif. 90007. Telephone 734-1195, Area Code 213. PERSONNEL—President: J. P. Filbert, Jr. General Manager & Sec.-Treasurer: Spero L. Kontos. Sales Manager: Edward P. Burke. Operations Manager: Harold M. Madison. Advertising Director: Whitney Stine. Bookkeeper: Sybil Rielly.

Editor's Comment

The following listings are revised annually, guaranteeing users a high degree of accuracy. Though each supply dealer listed is contacted individually for confirmation of business name, address, etc., we cannot, in a yearly publication, guarantee 100 per cent accuracy.

Where supply dealers fail to confirm or revise the information carried in these FREE listings, we indicate that the previous name, address and telephone number are being carried by an asterisk (*) prior to the firm's business name. Readers and dealers finding any discrepancies are invited to notify the editor by writing THEATRE CATALOG DEPARTMENT, MOTION PICTURE EXHIBITOR MAGAZINE, 317 N. Broad St., Phila., Pa. 19107.

NATIONAL THEATRE SUPPLY COMPANY, 1961 S. Vermont Ave., Los Angeles 90007. Telephone: 731-4193. PERSONNEL—Manager: C. C. Tyler. Salesman: Sam Aspaas, Cal Tyler, S. Lay, A. C. Schuyler. District Manager: G. J. Hessick. Service Man: J. Denney. Shipper: W. Decuir, Ass't. Shipper: W. Collins. AREA SERVED—Southern California, Arizona, Nevada.

PEMBREX THEATRE SUPPLY CORPORATION, 1969 S. Vermont Ave., Los Angeles 90007. Telephone: (213) 731-3111—(Emergency Night) (213) 456-2888. PERSONNEL—President and General Manager: Louis M. Wutke, Lou Salig, Mgr. AREA SERVED—Southern California, Arizona, and Nevada.

B. F. SHEARER COMPANY, 1964 S. Vermont Ave., Los Angeles 90007. Telephone: REpublic 3-1145—(Night) EXbrook 5-7577, AXminster 1-3576. PERSONNEL—Manager: Barclay W. Ardell. Salesmen: Ed Budd, Harold Smith. Engineer: Henry Grussing. AREA SERVED—Southern California, Arizona, Southern Nevada.

*GLENN E. KOROPP CO., 2731 Braynard Way, Sacramento 25, Calif. Telephone: IVanhoe 9-0941. PERSONNEL—Glenn E. Koropp, Virginia E. Koropp.

NATIONAL THEATRE SUPPLY COMPANY, 370 Golden Gate Ave., San Francisco 94102. Telephone: 771-6355. PERSONNEL—Manager: J. C. Dalk, Salesman: M. Y. McDowell. Shipper: Al Rinehart. AREA SERVED—Northern California, Nevada, Southern Oregon, Washington, Alaska.

PACIFIC THEATRE EQUIPMENT COMPANY, 142 Leavenworth Ave., San Francisco. Telephone: 771-2950.

SAMPSON ELECTRONICS, 827 Irving St., San Francisco, 94122. Telephone: 731-5200. PERSONNEL—Owner-mgr.: Steve S. Sampson. AREA SERVED—Northern Calif., Oregon and Washington.

S.O.S. PHOTO-CINE-OPTICS, 10635 W. Burbank Blvd., North Hollywood, 91601. Telephone: 213-877-5326.

B. F. SHEARER COMPANY OF CALIFORNIA, 243 Golden Gate Ave., San Francisco 94102. Telephone: 415-861-1816. PERSONNEL—Manager: R. A. Brobeck. Salesman: Wesley Rosenthal. AREA SERVED—Northern California, Nevada, Southern Oregon, Hawaii.

WESTERN THEATRICAL EQUIPMENT COMPANY, 187 Golden Gate Ave., San Francisco 94102. Telephone: 861-7571. PERSONNEL—General Manager: James R. Barry; Robert Bemis. AREA SERVED—California, Nevada, Hawaii.

COLORADO

NATIONAL THEATRE SUPPLY COMPANY, 2111 Champa St., Denver 80205. Telephones: 825-0201—(Emergency Night) SKyline 6-8573. PERSONNEL—Manager: J. R. Lutz. Salesmen: Morton Dyksterhuis, R. J. Miller, Jim Cowhick. Service Men: Aaron McDaniel. Shippers: Clarence Clausen, John Youngquist. AREA SERVED—Colorado, New Mexico, Wyoming, Western Nebraska, Eastern Montana, Black Hills of South Dakota, Utah, Idaho, and Nevada.

WESTERN SERVICE & SUPPLY, INC., 2100 Stout Street, Denver 80205. Telephones: 534-7611—936-4360. PERSONNEL—President and General Manager: R. K. (Bob) Tankersley. Secretary-Treasurer: Susan Tankersley. Vice-President: Don Gallagher. Salesman: T. C. Costin. Credit Manager: Elaine Horvath. Shipping: Don Brooks and Fernando Leyba. AREA SERVED—Colorado, Wyoming, Western Nebraska, Western South Dakota, Montana, New Mexico.

CONNECTICUT

NATIONAL THEATRE SUPPLY COMPANY, 1890 Dixwell Ave., Hamden, Conn. 06500. Telephone: 288-2547. PERSONNEL—Resident Salesman: Ralph J. Mauro. AREA SERVED—Connecticut.

DISTRICT OF COLUMBIA

*BEN LUST THEATRE SUPPLY COMPANY, 1005 New Jersey Ave., N.W., Washington 1. Telephone: NAtional 8-5376-7. Owner and Manager: Irwin Lust. AREA SERVED—District of Columbia, Maryland, West Virginia, Virginia.

R & S THEATRE SUPPLY COMPANY, 306 H St., N.W., Washington 1. Telephones: 783-8938—(Emergency Night) WOodley 6-8128. EMerson 3-5686. PERSONNEL—Samuel N. Wheeler, Ross S. Wheeler. AREA SERVED—Virginia, Maryland, Delaware, District of Columbia.

FLORIDA

JOE HORNSTEIN, INC., 759 W. Flagler St., Miami, 33130. Telephones: FRanklin 4-7596—(Emergency Night)—MOhawk 7-7424. PERSONNEL—Manager: Hal Hornstein. Counter Man: E. Gilliam. Sales Engineer: M. E. Pickrell. AREA SERVED—Southern States, Caribbean.

NATIONAL THEATRE SUPPLY COMPANY, 3301 Trentwood Blvd., Orlando 32809. Telephone: 851-1664. PERSONNEL—Resident Salesman: F. Anderson. AREA SERVED—Florida.

GEORGIA

DIXIE THEATRE SERVICE & SUPPLY CO., INC., 1010 No. Slappey Blvd., Albany, Georgia. Telephones: 432-2846, (Emergency and Night) 432-1308. PERSONNEL—President and General Manager: J. O. McClung; Vice President and Chief Engineer: W. C. McClung; Vice President and Consulting Engineer: L. W. McClung, Sr.; Secretary and Treasurer: E. C. McClung; Maintenance Engineer: L. W. McClung, Jr. AREA SERVED—Georgia, Alabama, Florida, Tennessee, North Carolina.

CAPITOL CITY SUPPLY COMPANY, INC., 177 Harris St., N.W., Atlanta, 30303. Telephones: JA 1-1244—(Emergency Night) TR 2-4493. PERSONNEL—President: Donald G. Howell. Vice-President: Lewis Waits. AREA SERVED—Georgia, Tennessee, Alabama, part of Florida.

NATIONAL THEATRE SUPPLY COMPANY, 3121 Maple Drive, N.E., Atlanta 30305. Telephone: 261-0452. PERSONNEL—Manager: C. F. Davis, Jr. Salesman: D. P. Merton. Service Man: F. Anderson. AREA SERVED—Georgia, Florida, Alabama, Tennessee.

WIL-KIN THEATRE SUPPLY, INC., General Offices: 301 North Ave., N.E., Atlanta 30308. Telephone: 876-0347. Sales Branch: 229 S. Church St., Charlotte, N. C. Telephone: EDison 3-6101, 150 Walton St., N.W., Atlanta 3, Ga. Telephone: JAckson 2-4613. PERSONNEL — General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. Harry Wayne, Charlotte Branch Mgr. AREA SERVED—Alabama, Florida, Georgia, Tennessee, North Carolina, South Carolina.

*RHODES SOUND AND PROJECTION SERVICE, 218 E. 56th St., Savannah. Telephones: AD-3-8788—(if no answer) AD 3-1174. PERSONNEL—President: Irma F. Rhodes. Engineer and Manager: E. L. Rhodes. AREA SERVED—Georgia, Southeast South Carolina, Northern Florida.

HAWAII

CONSOLIDATED AMUSEMENT COMPANY, LTD., 1120 Bethel St., Honolulu 11. Telephone: 563571, Merchandise Department. PERSONNEL—T. A. McKee. AREA SERVED—Hawaii.

THEATRICAL EQUIPMENT AND SUPPLY COMPANY, LTD., 818 Kapiolani Blvd., Honolulu 96813. Telephone: 576351. PERSONNEL—President: Ray Jackson. AREA SERVED—Hawaiian Islands, and Pacific Ocean.

ILLINOIS

ABBOTT THEATRE EQUIPMENT COMPANY, INC., 1311 S. Wabash Ave., Chicago 60605. Telephones: 427-7573-4-5. PERSONNEL—President: Harold Abbott, Vice-President: E. M. Abbott. Treasurer: Harold Abbott, Jr. General Manager: Erwin J. Peterson. Salesman: Patrick J. Coyle. Shipping: Bruce Springer. Secretary: Elaine Korose. AREA SERVED—Illinois, Indiana, Michigan, Wisconsin.

MOVIE SUPPLY COMPANY, INC., 5795 N. Elston Ave., Chicago 60646. Mail orders: P.O. Box 72, Morton Grove, Ill. 60053. Telephone: 763-1771. AREA SERVED—Entire U. S.

LEE ARTOE CARBON CO., AN-LEE, INC., ELECTRO-CARBONS, 940 W. Belmont Ave., Chicago. Telephone: DI 8-3575. PERSONNEL—Lee Artoe, President. Larry Rassmuseen, Vice-President. Ann Croucher, Secretary.

NATIONAL THEATRE SUPPLY COMPANY, 5515 No. Milton Parkway, Rosemont, 60018. Telephone: 671-1630. PERSONNEL—Manager: G. K. Slipper. District Manager: C. Williamson. Shipper: H. P. Wright. AREA SERVED—Northern Illinois, Northern Indiana.

INDIANA

GER-BAR, INC., 442 N. Illinois St., Indianapolis 4. Telephone: MElrose 4-1727. PERSONNEL—B. Hopkins, M. Hopkins, S. Goddard, R. Greene, A. Martin.

NATIONAL THEATRE SUPPLY COMPANY, 408 N. Illinois St., Indianapolis 46204. Telephone: 634-4517. —(Emergency Night) OLfford 5-5825, WAlnut 6-6490. PERSONNEL—Manager: B. N. Peterson. Office Manager: N. Geraghty. Shipper: M. P. Duffy. AREA SERVED—Indiana, Kentucky.

*PROJECTION EQUIPMENT COMPANY, Union City. Telephone: 964-5181. PERSONNEL—Geo. Wenger, Joel Wenger.

IOWA

DES MOINES THEATRE SUPPLY COMPANY, 1121–23 High St., Des Moines, 50309. Telephone: 243-6520. PERSONNEL—Owner and Manager: A. E. Thiele. Salesman: Dick Sutton. AREA SERVED—Iowa.

KANSAS

*SOUTHWEST THEATRE EQUIPMENT COMPANY, 118½ W. Douglas Ave., P. O. Box 2138, Wichita 1. Telephone: AM 2-2153. PERSONNEL—Owner and Manager: C. D. Peck. Projection Maintenance: J. O. Buckles. AREA SERVED—Kansas, Missouri, Oklahoma, Arkansas, Texas, New Mexico.

SHREVE THEATRE SUPPLY COMPANY, 541 Ann Ave., Kansas City. Telephone: FA 1-3981. President: G. W. Higginbotham. Manager: L. E. Higginbotham. AREA SERVED—United States.

KENTUCKY

FALLS CITY THEATRE EQUIPMENT COMPANY, 427–29 S. 3rd St., Louisville 2. Telephones: 584-7559, 583-3186. PERSONNEL—President: W. E. Carrell, II. Sec.-Treas.: J. Raymond Mattingly. Salesmen: Charles B. Wells, Jr., Dallas Freeman. Counter Man: Harry Woodson. Service Engineer: Ken Foote. AREA SERVED—Kentucky, Southern Indiana, Southern Ohio, Northern Tennessee.

*HADDEN THEATRE SUPPLY COMPANY, 1909 Emerson Ave., P. O. Box 4151, Louisville 40205. Telephone: 452-2153. Owner: J. Stoner Hadden. Office Manager. Henry J. Uphaus. Service Department: Gene Mitchom. AREA SERVED—Kentucky, Southern Indiana, and Southern Ohio.

LOUISIANA

HODGES THEATRE SUPPLY CO., INC., 2927 Jackson Avenue, New Orleans 52804. Telephones: 524-8356—(Emergency Night) 834-3716, 737-5168 & 282-1668. PERSONNEL—Mgr. Herb Loeffler. Office Mgr.: Joe Bertucci, Salesman: Ray Germillion. Sound Engineer: H. J. Ballam. AREA SERVED—Louisiana, Southern Mississippi, Southern Alabama, Northern Florida.

NATIONAL THEATRE SUPPLY COMPANY, 601 St. Charles St., New Orleans 70130. Telephone: 524-4891. PERSONNEL—Manager: C. A. Achee, Jr. Shipper: P. Caruso, Jr. AREA SERVED—Louisiana, Alabama, Florida, Mississippi.

MARYLAND

J. F. DUSMAN COMPANY, 12 East 25th St., Baltimore, 21218. Telephones: BElmont 5-2747-48—(Emergency Night) CLifton 4-0757. PERSONNEL—Manager: Henry C. Dusman. Service: Clay Langlotz. AREA SERVED—Maryland, Delaware, Dist. of Columbia, Virginia, Penna.

NATIONAL THEATRE SUPPLY COMPANY, 6707 Whitestone Road, Baltimore 21207. Telephone: 944-8844. PERSONNEL—Manager: G. F. Eitel. Service Man: L. P. Sieber. Salesman: E. L. Exler. Shipping Clerk: L. Gough. AREA SERVED—Maryland, District of Columbia, Virginia.

MASSACHUSETTS

CAPITOL THEATRE SUPPLY COMPANY, 28 Piedmont St., Boston 02116. Telephones: LIberty 2-6797—(Emergency Night) OXford 8-6855, FAirview 3-3192. PERSONNEL—President: Frank M. Gray. Vice-President: Kenneth R. Douglass, Jr. Treasurer: Frank M. Gray. General Manager: Ernest J. Comi. Salesmen: Don Pickering, Ken Douglass, Jr., Charles Fish, Frank W. Grabau. AREA SERVED—Massachusetts, Connecticut, Rhode Island, Maine, Vermont, New Hampshire.

MAJOR THEATRE EQUIPMENT CORPORATION, 44 Winchester St., Boston. Telephone: LI 2-0445. PERSONNEL—Dave Fox, Mack Paul, Arthur Porter. AREA SERVED—New England.

MASSACHUSETTS THEATRE EQUIPMENT COMPANY, 20 Piedmont St., Boston 16. Telephone: LIberty 2-9814, LIberty 2-0356. PERSONNEL—Owner: P. E. Comi. Manager: William J. Cliggot. Sales and Installation: P. E. Comi, Joseph Testa. (Emergency Night) Joseph Testa, TWinbrook 4-4944. P. E. Comi, OXford 6-7637. AREA SERVED—All New England States.

NATIONAL THEATRE SUPPLY COMPANY, 46 Church St., Boston 02116. Telephone: 542-2663. PERSONNEL—Manager: R. G. Haire. Salesman: W. H. Brown. AREA SERVED—Massachusetts, Maine, Rhode Island.

MICHIGAN

NATIONAL THEATRE SUPPLY COMPANY, 16260 Meyers Rd., Detroit, 48235. Telephone: 864-5170—(Emergency Night) MAyfair 6-5702, PArkway 2-8247. PERSONNEL—Manager: H. W. Russell. District Manager: C. Williamson. Salesman: R. G. Reagan. Service Man: G. Studebaker. AREA SERVED—Michigan.

RINGOLD THEATRE EQUIPMENT COMPANY, 952 Ottawa Ave., N.W., Grand Rapids 49503. Telephones: GL 4-8852—(Emergency Night) CH 3-2413. PERSONNEL—Owner and Manager: H. J. Ringold. AREA SERVED—Michigan.

THEATRE EQUIPMENT COMPANY, 2211 Cass Ave., Detroit 48201. Telephone: WOodward 1-1122. (Emergency Night) Howard Forbes, 425-9088; John Kenny, PA 2-8247. AREA SERVED—Michigan and Ohio.

MINNESOTA

*NATIONAL EQUIPMENT COMPANY, 7 E. Michigan St., Duluth 2. Telephone: RA 2-4567. PERSONNEL—James B. Enochs. AREA SERVED—Northeastern Minnesota, Northern Wisconsin.

MINNEAPOLIS THEATRE SUPPLY, INC., 51 Glenwood Ave., Minneapolis 55403. Telephones: FEderal 5-1166.—(Emergency Night) SUnset 4-7575, TUxedo 1-3494. PERSONNEL—Co-Owners: C. C. Creamer, R. C. Lahti, R. E. Lundquist, and Henry Miller. AREA SERVED—Minnesota, North and South Dakota, Northwest Wisconsin.

NATIONAL THEATRE SUPPLY COMPANY, 56 Glenwood Ave., Minneapolis 55403. Telephones: 332-8273. PERSONNEL—Manager, V. J. Barrett. Salesman: Marty Schendel. Servicemen: H. R. Peterson, A. Kuiper. AREA SERVED—Minnesota, North Dakota, Western Wisconsin, Eastern South Dakota.

MISSOURI

MISSOURI THEATRE SUPPLY COMPANY, 115 W. 18th St., Kansas City 8. Telephone: BAltimore 1-3070. President: G. W. Higginbotham. Vice President: L. E. Higginbotham. General Manager: Robert E. Smith, Sales Engineer: L. J. Kimbriel. AREA SERVED—Kansas, Missouri, Iowa, Nebraska, Southern Ill.

NATIONAL THEATRE SUPPLY COMPANY, 1800 Wyandotte St., Kansas City 64108. Telephones: 221-9858—(Emergency Night)—JAckson 3-8082. PERSONNEL—Manager: G. K. Slipper. Salesman: W. R. Davis. Store Sales: W. L. Shoopman. AREA SERVED—Kansas, Western Missouri, Iowa, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 3222 Olive St., St. Louis 63103. Telephones: 531-6350-51. PERSONNEL—Manager: H. H. Hoff. Salesman: John Mattler. Shipper: C. Allen. AREA SERVED—Eastern Missouri, Southern Illinois, Western Kentucky.

NEBRASKA

BALLANTYNE INSTRUMENTS & ELECTRONICS, INC., 1712 Jackson St., Omaha 68102. Telephones: 342-4444, 342-4445, 342-4446. PERSONNEL—Executive Vice-President: J. Robert Hoff. Vice President & Ass't Gen. Mgr.: Edward J. Nelson. AREA SERVED—Entire United States.

QUALITY THEATRE SUPPLY, 1515 Davenport St., Omaha 2. Telephone: 341-7253—(Emergency Night) 391-1519. PERSONNEL—Owners: Carl and Lynn White. Manager: Carl White. Secretary: Hazel White. Salesman: Wilbur Grenville. Counter Man: Carl White, Jr. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

NEW JERSEY

NATIONAL THEATRE SUPPLY COMPANY, Home Office, 411 Sette Drive, Paramus. Telephone: 265-2700.

NEW MEXICO

EASTERN NEW MEXICO THEATRE SUPPLY COMPANY, Box 1099, Clovis. Telephone: 763-6615. PERSONNEL—Manager: C. F. Hardwick. AREA SERVED—Eastern New Mexico, Panhandle of Texas.

NEW YORK

*ALBANY THEATRE SUPPLY COMPANY, 443 N. Pearl St., Albany 4. Telephones: 465-8894 and 465-8895—(Emergency Night) 462-4309. PERSONNEL—Owners: John Bylancik, Jack McGrath. Salesmen: Ed McGaffery, John Bylancik, Jack McGrath, Jr., Manager: Jack McGrath, Sr. Counter: S. A. Heil. AREA SERVED—New York State, Vermont, Massachusetts.

AMITY INTERNATIONAL DISTRIBUTORS, INC., 19 Suffolk Street, Freeport, New York 11520. Telephone: 516 FR8-6860. PERSONNEL—President: Adolf R. Schwartz. AREA SERVED—Worldwide, except U.S. and Canada.

AUBURN THEATRE EQUIPMENT COMPANY, 11 North Street, Auburn. Telephone: 315 AL 2-5141. PERSONNEL—Owner: Selio DePasquale. Sales Manager: Charles J. Vanderloo. Office Manager: N. Strecker. Treasurer: Kathryn De Pasquale.

NATIONAL THEATRE SUPPLY COMPANY, 496 Pearl St., Buffalo 14202. Telephones: 854-1736—(Emergency Night) TR 6-2881, NL 2-2508, TR 5-8558, TR 6-4473. PERSONNEL—Manager: G. R. George. Office Manager: Bertha Kreinik. AREA SERVED—Western New York State.

CAPITOL MOTION PICTURE SUPPLY CORP., 630 Ninth Ave., New York 36. Telephone: PLaza 7-4510. PERSONNEL—Ben Perse, Harry Perse. Sales Engineer: Peter Braut. Sales and Service Administrators: Sam Ochs, Stan Horowitz. AREA SERVED—New York City, New York State, Pennsylvania, New Jersey.

*CINEMATOGRAPH INTERNATIONAL, INC. (Export Division of Joe Hornstein, Inc.), 341 W. 44th St., New York 36. Telephone: 246-6285—(Emergency Night) 376-5698, 362-0989. PERSONNEL—President: George Hornstein. Vice-President: Hal Hornstein. Sales Manager: Julian Norwick. Sales Engineer: M. Pickrell. Consultant Engineer: A. Marglin. Service Engineers: D. Corbett, T. Kirby. AREA SERVED—Entire World.

CROWN MOTION PICTURE SUPPLIES CORPORATION, 354 W. 44th St., New York 36. PERSONNEL—Owner and President: Julius H. Katz. Salesman: Wallace J. Katz. AREA SERVED—New York, Northern New Jersey, Connecticut.

*JOE HORNSTEIN, INC., 341 West 44th St., New York 10036. Telephone: 246-6285. (Emergency Night) 376-5698, 362-0989. PERSONNEL—President: George Hornstein. Vice-President: Hal Hornstein. Sales Manager: Julian Norwick. Sales Engineer: M. Pickrell. Consultant Engineer: A. Marglin. Service Engineers: D. Corbett, T. Kirby. AREA SERVED—Eastern Seaboard.

NATIONAL THEATRE SUPPLY COMPANY, 165 W. 46th St., New York 10036. Telephone: 245-6900. PERSONNEL—Manager: M. P. Taubman. District Manager: A. F. Baldwin. Sales Manager: Bernard J. Kleid. Salesmen: H. E. Pear, S. Rindner, Allen G. Smith, P. P. Garst. Shipping Clerk: Frank Shields. AREA SERVED—Greater New York City, Southern New York, Northern New Jersey.

S.O.S. PHOTO-CINE-OPTICS, INC., 387 Park Ave., So., New York 10016. Telephone: MU-9-9150. PERSONNEL—President: Reginald Armour. Vice-President & Treasurer: Newell P. Crawford. Vice-President Sales: Dom J. Capano. Vice-President Engineering: Wm. H. Allen. Mgr. Sales Promotion: Irving Pivovar.

STAR CINEMA SUPPLY CO., 621 W. 55th St., New York 19. Circle 6-3678. PERSONNEL—President: S. Tanney.

NORTH CAROLINA

*CHARLOTTE THEATRE SUPPLY, 227 S. Church St., Charlotte 28201. Telephones: 333-9651—(Emergency Night) 525-2457. PERSONNEL—Manager: Frank M. Strange. Sales Representatives: J. C. Tipton, Tommie Melton, Milton Havnaer.

DIXIE THEATRE SUPPLY COMPANY, 213 West Third St., Charlotte 1. Telephones: 332-4343—(Emergency Night) EDison 3-3381. PERSONNEL—Owner: J. B. Erskine. AREA SERVED—North and South Carolina.

NATIONAL THEATRE SUPPLY COMPANY, 222 S. Church St., Charlotte 28201. Telephones: 332-7753-54—(Emergency Night) EM 6-0020, FR 7-1087, JA 3-6470. PERSONNEL—Manager: R. D. Turnbull. Salesman: Panny Cobb. Shipper: W. Kerns. AREA SERVED—North and South Carolina.

STANDARD THEATRE SUPPLY COMPANY, P. O. Box 20660, Greensboro 27420. Telephone 375-6008-09. PERSONNEL—Owner: Phil Wicker. Manager: Dean Phillips. Office Manager: John Buckwell. Billing Clerk: Frank Cloyd. Shipping and Receiving: Roy Jones, O'Neal Dixon. AREA SERVED—North and South Carolina.

THEATRE EQUIPMENT COMPANY, 1220 E. Seventh St., Charlotte. Telephones: 5-8481-2-3. PERSONNEL—Manager: R. C. Saunders. Sound Engineer: Lewis Saunders.

*WIL-KIN THEATRE SUPPLY CO., 305 South Church St., Charlotte 28201. Telephone 333-6101. PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. Branch Manager: Harry H. Wayne. AREA SERVED—North Carolina, South Carolina.

STANDARD THEATRE SUPPLY COMPANY, P. O. Box 20660, Greensboro, North Carolina 27406. Telephones: 27-26165-27-26166—(Emergency Night) CY 9-1574, BR 3-1641. PERSONNEL—Owner: Phil Wicker. Manager: Lawson Rankin. AREA SERVED—North and South Carolina, Southern Virginia.

OHIO

JONES PROJECTOR COMPANY, 2727 6th Street, Cuyahoga Falls. Telephone: 9282480. PERSONNEL—President: Harry P. Jones. AREA SERVED—Northern Ohio, and Western Pennsylvania.

NATIONAL THEATRE SUPPLY COMPANY, 1638 Central Parkway, Cincinnati, 45210. Telephone: 621-6580. PERSONNEL—Manager: T. M. Fisher. Salesman: E. R. Ott. AREA SERVED—Southern Ohio, Eastern Kentucky.

NATIONAL THEATRE SUPPLY COMPANY, 2108 Payne Ave., Cleveland 44114. Telephones: 771-4613 —(Emergency Night) WH 4-2257, CE 1-4885. PERSONNEL—Manager: M. H. Mutchler. Shipper: W. Van Dyke. AREA SERVED—Northern Ohio.

OHIO THEATRE SUPPLY COMPANY, 2108 Payne Ave., Cleveland 14. Telephones: PRospect 1-6545-46 —(Emergency Night) LA 4-1557. PERSONNEL—Arnold Weiss, Nick Lubich. AREA SERVED—Cleveland Exchange Territory.

TOLEDO THEATRE SUPPLY COMPANY, 3916 Secor Road, Toledo 43613. Telephones: 479-7795—(Emergency Night) 882-2328. PERSONNEL—General Manager: Brad H. Brockway. AREA SERVED—Cleveland Territory, Southeastern Michigan, Northeastern Indiana.

OKLAHOMA

NATIONAL THEATRE SUPPLY COMPANY, 700 W. Sheridan Ave., Oklahoma City 73102. Telephones: 232-0203—(Emergency Night) VI 2-2466. PERSONNEL—Manager: Howard Nelson. Salesman: M. J. Konemann. AREA SERVED—Oklahoma and Panhandle of Texas.

OKLAHOMA THEATRE SUPPLY COMPANY, 628 W. Sheridan Ave., Oklahoma City 73102. Telephones: CE 6-8691—(Emergency Night) JA 8-6813. PERSONNEL—Owners: J. Eldon Peek and Maxine Peek. AREA SERVED—Oklahoma, Panhandle of Texas, West Arkansas.

PENNSYLVANIA

BLUMBERG BROTHERS, INC., 1305-07 Vine St., Philadelphia 7. Telephones: WAlnut 5-7240-01—(Emergency Night) 4-5368. PERSONNEL—President: Irving Goldberg. Vice President: Leon Miller. Treasurer: Harry Blumberg. Secretary: Ben Blumberg. Service Men: Joe Haggerty (Night—GReenwood 3-9207), Leon Miller (Night—MO 4-8414), Irv Goldberg (Night—MOhawk 4-5478). AREA SERVED—Pennsylvania, Delaware, New Jersey.

NATIONAL THEATRE SUPPLY COMPANY, 1310 Vine St., Philadelphia 19107. Telephones: 567-6156-7—(Emergency Night) GReenwood 3-7678. PERSONNEL—Manager: William J. Hutchins. Salesmen: Mickey Lewis, Bud Miller. Shop Mechanic: Ed Humphry. AREA SERVED—Eastern Pennsylvania, Delaware, Southern New Jersey.

SUPERIOR THEATRE EQUIPMENT COMPANY, 311 N. 13th St., Philadelphia 7. Telephone: LOcust 3-1420. PERSONNEL—President: Jack H. Greenberg. AREA SERVED—Eastern Pennsylvania, Southern New Jersey, Delaware.

ATLAS THEATRE SUPPLY COMPANY, 1519 Forbes Ave., Pittsburgh 19. Telephones: GRant 1-4281—(Emergency Night) PE. 1-6330. PERSONNEL—President and Manager: Gordon O. Gibson. Salesman: James M. Gibson. AREA SERVED—Pittsburgh Film Territory.

NATIONAL THEATRE SUPPLY COMPANY, 107 6th St. (Fulton Bldg.) Pittsburgh 15222. Telephone: 471-4630. PERSONNEL—Manager: T. F. McCleary. Office Manager: Thelma Perry. Machinist: C. Rogal. AREA SERVED—Western Pennsylvania, Northern West Virginia.

RHODE ISLAND

RHODE ISLAND THEATRE SUPPLY COMPANY, 357 Westminster St., Providence. Telephone: 421-6460. PERSONNEL—Manager: H. F. Slater.

TENNESSEE

NATIONAL THEATRE SUPPLY COMPANY, 412 S. Second St., Memphis 38103. Telephones: 525-6616-17-18—(Emergency Night) FAirfax 7-3975, GLendale 2-9731, BRoadway 6-3066. FAirfax 7-2389. PERSONNEL—Manager: C. C. Bach. Salesman: C. E. Matthews. Service Engineers and Salesmen: Billy Rouse, G. C. Hale. Shipper: Jerry Duckett. AREA SERVED—Western Tennessee, Arkansas, Northern Mississippi, Southeastern Missouri.

TRI-STATE THEATRE SUPPLY COMPANY, 320 S. Second St., Memphis 3. Telephones: JA 5-8249—(Emergency Night) GL 2-5269. PERSONNEL—Owner: R. F. Blank. AREA SERVED—Arkansas, Northern Mississippi, Western Tennessee.

TEXAS

HARDIN THEATRE SUPPLY COMPANY, 714 S. Hampden Road, Dallas 75208. Telephones: Whitehall 6-2235, 6-2232 (24 Hour Service). PERSONNEL—Owner: J. H. Hardin. Manager: Joe Joseph. Salesman: Joe Joseph. AREA SERVED—Texas, New Mexico, Oklahoma, Louisiana, Arkansas, Colorado, Arizona.

MODERN SALES & SERVICE, INC., 2200 Young Street, Dallas 75201. Telephone: RI 7-3191. PERSONNEL—President: J. H. Elder. Vice-President: Charles McKinney. Sound Service Department Manager: J. C. Skinner. AREA SERVED—Texas.

NATIONAL THEATRE SUPPLY COMPANY, 500 S. Ervay St., Dallas 75201. Telephones: 748-2135-6. —(Emergency Night) FR 6-4584, TA 6-1785, FE 7-7272, TA 3-1192. PERSONNEL—Manager: E. H. Cernosek. Salesmen: H. A. Moore, L. T. Stevens, Jr. Counter Clerk: V. P. Lysek. AREA SERVED—Texas, Oklahoma.

LOU WALTERS SALES AND SERVICE, 4207 Lawnview Ave., Dallas 75201. Telephone: EV 8-1550.

EL PASO THEATRE EQUIPMENT AND SERVICE COMPANY, 2804 Catnip Drive (P. O. Box 940) Zip Code 79946, El Paso. Telephone: Area Code: 915-598-0884. (Day and Night). PERSONNEL—Owner: M. Joe Birdwell. Secretary: Rosalind Birdwell. AREA SERVED—West Texas, New Mexico, Arizona, Republic of Mexico.

SOUTHWESTERN THEATRE EQUIPMENT COMPANY, 1702 Rusk Avenue, Houston 77003. Telephone: CA 2-9461. PERSONNEL—President: Al Mortensen. Store Manager: Wes Fishlock. AREA SERVED—Texas.

INDEPENDENT THEATRE SUPPLY, 2750 E. Houston, San Antonio 2. Telephone: Capitol 6-3508 (Day or Night). PERSONNEL—Owner and Manager: R. A. Barron. Secretary: Mrs. R. A. Barron. Bookkeeper: Mary E. Quezada. AREA SERVED—Texas.

UTAH

*INTER-MOUNTAIN THEATRE SUPPLY COMPANY, 264 E. First South St., Salt Lake City 1. Telephone: EMpire 4-7821. PERSONNEL—Manager: P. S. Guss. Salesman: L. Gerger.

L. AND S. SUPPLY COMPANY, 214 E. First South St., Salt Lake City. Telephone: 328-1641.

NATIONAL THEATRE SUPPLY COMPANY, 350 W. 6th South, Salt Lake City, 84101. Telephone: 328-8515. PERSONNEL—Resident Salesman: R. J. Miller. AREA SERVED—Utah, Idaho, Montana.

VIRGINIA

NORFOLK THEATRE SUPPLY COMPANY, 3506 Newport Ave., Norfolk, 23508. Telephone: 625-3813. PERSONNEL—Owner: Morris Ornoff. Store Manager: Robert L. Rainey.

PERDUE MOTION PICTURES, 2315 Williamson Road, N.E., Roanoke, Va. 24012. Telephones: 366-0295—Emergency 343-9940. Roscoe E. Perdue.

WASHINGTON

AMERICAN GENERAL SUPPLY COMPANY, INC., 2300 First Ave., Seattle, 98121. Telephones: MA 4-4572. PERSONNEL—President: R. E. W. Fairleigh. Treasurer: C. M. Querin. Sales Manager: Richard Fairleigh. AREA SERVED—All 50 States.

S. F. BURNS & COMPANY, INC. 2319 2nd Ave., Seattle 98101. Telephones: MAin 4-2515—(Emergency Night)—MU 2-1155, LAkeview 2-7823. PERSONNEL—Manager: S. F. Burns. Salesman: Lee W. Scott. AREA SERVED—Washington, Oregon, Montana, Idaho, Alaska.

*B. F. SHEARER COMPANY, 2318 Second Ave., Seattle, 98121. Telephones: MAin 3-8247—(Emergency Night) EMerson 4-2233, EMerson 2-8480. PERSONNEL—Executive Vice-President and Manager: T. L. Shearer, Assistant: C. A. Marion. AREA SERVED—Montana, Washington, Panhandle of Idaho, Alaska, Oregon. In Oregon, call B. F. Shearer, Jr.—ME 9-3840.

WEST VIRGINIA

CHARLESTON THEATRE SUPPLY, 506 Lee St., Charleston 25312. Telephones: 344-4413—(Emergency Night) 727-0490. PERSONNEL—Owner and Manager: J. W. McBurney. AREA SERVED—Southern W. Va.; Ohio border, Kentucky, and Virginia.

LOVETT & COMPANY, Box 1127, Clarksburg. Offices: U.S. 19, Weston. Telephone: 269-3170—(Emergency Night—Clarksburg 622-2276). PERSONNEL—Owner: D. E. Lovett. Manager: Virginia Howell. Sales Rep.: Gray Barker. Clerk: D. L. McCulty. AREA SERVED—West Virginia, Virginia, Maryland, Pennsylvania.

MOORE THEATRE EQUIPMENT CO., 210 Bream St., Charleston, W. Va. 25321. Telephone: 342-6006. PERSONNEL—Owner: Donald Moore. AREA SERVED —West Virginia, Kentucky, Eastern Ohio.

*THEATRE SERVICE & SUPPLY CO., Box 1389 or 1019 10th St., Huntington. Telephone: 522-4043. PERSONNEL—S. T. Gallimore, Manager. Secretary: Mrs. S. T. Gallimore. Service: Roy Sheets, S. T. Gallimore.

WISCONSIN

HARRY MELCHER ENTERPRISES, 3238 W. Fond Du Lac Ave., Milwaukee 53210. Telephone: 442-5020.

NATIONAL THEATRE SUPPLY COMPANY, 1027 N. Eighth St., Milwaukee 53233. Telephones: BRoadway 1-7333—(Emergency Night) HIlltop 5-7479. PERSONNEL—Resident Salesman: A. J. Larsen. AREA SERVED—Milwaukee Exchange Territory, Upper Michigan.

*THE RAY SMITH COMPANY, 710 W. State St., Milwaukee 3. Telephones: BRoadway 1-2100—(Emergency Night) BRoadway 1-2101. PERSONNEL—Owner: Ray A. Smith. Service Man: Alex Zsebe. AREA SERVED—Wisconsin, Northern Michigan.

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GENERAL SOUND & THEATRE EQUIPMENT, LTD., 10154—82nd Ave., Edmonton, Alberta, Canada. Telephone: 433-0227. PERSONNEL—Sales Service Representative: L. G. Kiefer. AREA SERVED—Provinces of Alberta.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 731 10th Ave., S.W., Calgary. Telephone: AMherst 2-5012. PERSONNEL—Branch Manager: J. J. Zagol.

SHARP'S THEATRE SUPPLIES, LTD., 104—4th St., S.W., Calgary. Telephones: AM 2-4076, AM 2-7266—(Emergency Night) CH 3-0757, AV 9-7578. PERSONNEL—Manager: W. G. Sharp. Service Engineer: A. E. Sick. Salesman: D. N. Rhodes. AREA SERVED—Alberta, Saskatchewan, Eastern British Columbia.

M. L. ADAMSON, 9921—113th St., Edmonton.

J. M. RICE & CO., LTD., 10029 Jasper Ave., Edmonton. Telephones: GA 2-8502—(Emergency Night) 433-4041. PERSONNEL—District Manager: Charles Carphin. General Manager: Mrs. Charles Carphin. AREA SERVED—Alberta, Western Saskatchewan, Northwest Territories, Eastern British Columbia.

BRITISH COLUMBIA

DOMINION THEATRE EQUIPMENT CO., LTD., 970 Davie St., Vancouver 1, B. C. Telephone: MU 5-6634—(Emergency Night) RE 8-3211. PERSONNEL—President: V. D. K. Fairleigh. Sales: R. E. Fairleigh. AREA SERVED—Western Canada, Yukon Territory.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 2182 West 12th Ave,. Vancouver. Telephone: RE 6-5506. PERSONNEL—District Manager: Ray Townsend. Sound Products Sales: Brian Johnstone. AREA SERVED—British Columbia and Yukon.

LA SALE RECREATIONS, LTD., (Theatre and Stadium Chairs, Carpet & Linoleum Div.), 945 Granville St., Vancouver. Telephones: MU 5-5034, MU 5-5428—(Emergency Night) RE 3-3929. PERSONNEL—President and Managing Director: S. A. Lechtzier. Vice-President: M. R. Lechtzier. AREA SERVED—Entire Dominion of Canada.

THEATRE EQUIPMENT SUPPLY CO., 956 Richards St., Vancouver 2, B.C. Telephones: 681-6926—(Emergency Night) AMherst 6-5118. PERSONNEL—Owner: H. I. Howard. Counter Man: E. R. Petch. AREA SERVED—British Columbia, Alberta, Yukon.

MANITOBA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 435 Berry St., Winnipeg 12. Telephone: 888-7543. PERSONNEL—District Manager: R. W. Mann. Sales: W. M. Tulloch. Service: M. Demytrie. AREA SERVED—Provinces of Manitoba, Saskatchewan, Alberta, and Ontario Lakehead.

J. M. RICE & CO., LTD., 430 Kensington St., Winnipeg 21. Telephones: TU 8-7987—(Emergency Night) VE 2-2492. PERSONNEL—President & General Manager: J. L. Rice. Sound Engineer: H. E. Kinnear. Salesman: N. Wolk. AREA SERVED—Manitoba, Saskatchewan, Western Ontario.

NOVA SCOTIA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., P.O. Box 124, Dartmouth, N.S. Telephone: 466-2268. PERSONNEL—Communication Sales, H. W. Jacques. Theatre Sales & Service, W. Orr. AREA SERVED—Maritimes. District Office, St. John, N.B.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 93 Prince William St., St. John, N.B. Telephone: 693-2819. PERSONNEL—District Manager: Cecil L. Johnston. AREA SERVED—Maritime Provinces.

ONTARIO

GENERAL SOUND & THEATRE EQUIPMENT, LTD. (Head Office) 7 Banigan Drive, Toronto 17. Telephone: 425-1026. PERSONNEL—President: Lloyd C. Pearson. Comptroller: Lorne E. Smith. Secretary: Angus MacCunn. Treasurer: Ralph B. M. Shaw. Merchandise Manager: Walter Raps. Supervisor Theatre Sound & Projection: W. K. Reason. Ontario District Manager: W. Walterhouse. Sales and Service Inspector: Eric A. Grant, London, Ont., Norman Smith, Hamilton, and Andrew Bridger, Timmins. AREA SERVED—Ontario except Ottawa Valley and Lakehead.

THE ROBERT SIMPSON COMPANY, LTD., Contract Division, 45 Richmond Street West, Toronto 1, Ontario. (Head Office) PERSONNEL—General Manager all branches; L. E. Wicklum. Assistant general manager: R. A. Savage. Western branch manager: R. H. Dickson. BRANCHES AND OFFICES—E. W. Bryant, Toronto; E. S. Scarff, London; H. K. Ellis, Sudbury; W. Shorrock, Montreal; E. A. Wigley, Halifax; R. H. Dickson, Vancouver; J. M. Illingworth, Calgary; R. A. Harris, Edmonton; R. W. Boechler, Regina; H. Krahn, Saskatoon; J. C. G. Hood, Winnipeg.

STRAND ELECTRIC, LTD,. 261 Davenport Road, Toronto 5. Telephone: 925-5108.

OTTAWA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 10 Bristol Ave., Ottawa 1. Telephones: 234-3571; 235-9327. PERSONNEL—Representative: J. H. Hewson.

QUEBEC

BEST THEATRE SUPPLY, REGD., 4810 Denis St., Montreal 34. Telephone: 842-6762.

GENERAL SOUND & THEATRE EQUIPMENT LTD., 160 Bates Road, Montreal 26, P. Q. Telephone: REgent 9-6381. PERSONNEL—Quebec District Manager: J. J. Kilcullen. Sales: Y. Plamondon, W. Belanger, G. Latorre, A. Lalumiere. Technicians: P. Gaillard, R. Hindian, R. Simard, G. Cote, G. Poirie, F. Denarco, F. Cardinal, C. Rivet. Quebec Office, 3226 Milleret St., Quebec 10. Telephone: 653-7333. Branch Manager: C. Goudreault. AREA SERVED—Provinces of Quebec and Ottawa Valley.

RCA VICTOR COMPANY, LTD., 1001 Lenior Street, Montreal 30. Telephone: WEllington 3-7551. PERSONNEL—President: J. D. Houlding. Vice-President, Consumer Products: G. L. Mansour. Vice-President, Technical Products: J. Sutherland. AREA SERVED—Branch offices in Halifax, Quebec, Montreal (Royalmount), Ottawa, Toronto, Winnipeg, Calgary, Edmonton, Vancouver. Distributors: A. A. Murphy & Son, Saskatoon, Sask., W. Ouellet et Fils, Rimuski, Quebec.

Supply Dealers of the Rest of the World

Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

ADEN

A. BESSE AND COMPANY (ADEN), LTD., Aden. Products Sold: Philips Projection and Sound Equipment.

AFGHANISTAN

NETHERLANDS AFGHANISTAN FOUNDATION, c/o Banke Millie Club, Djad, Nadir Pashtoon, Kabul. Products Sold: Philips Projection and Sound Equipment.

ALGERIA

S. A. PHILIPS NORD-AFRICAINE, Immeuble Mauretania, Carrefour de l'Agha, Algiers. Products Sold: Philips Projection and Sound Equipment.

ARGENTINA

PHILIPS ARGENTINA, S. A., Cordoba 1351, Poso 8, Buenos Aires. Products Sold: Philips Projection and Sound Equipment.

AUSTRALIA

NATIONAL THEATRE SUPPLY of Australasia Pty., Ltd., 103 Hoddle St., Richmond, Victoria. Telephones: 413108, 413109. Products Sold: Cinemeccanica, Gaumont, Kalee & Rayeophone. AREA SERVED—Victoria.

CONSOLIDATED THEATRES PTY., LTD., W.A.T.C. Building, 1 Howard St., Perth, Western Australia. Telephones: 23-2221—23-2222. PERSONNEL—Managing Director: R. A. Yelland. Secretary: I. E. Furby. Products Sold: Theatre Seats, Equipment.

PHILIPS ELECTRICAL INDUSTRIES PTY., LTD., Head Office: 69-73 Clarence St., Sydney. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Australia.

*RAYMAC SUPPLIES PTY., LTD., 6 Kookaburra Road, Hornsby. P.O. Box 82, Hornsby. Telephone: JU 3653 Sydney, New South Wales. PERSONNEL—Managing Director: R. E. McIntosh. Products Sold: Raymac Theatre and Sound Equipment, sole Australian agent for Lorraine Carbons. AREA SERVED—Australia, Pacific Isles, Malaya, Ceylon.

*RCA OF AUSTRALIA PTY., LTD., 221 Elizabeth St., Sydney, New South Wales. Products Sold: Theatre and Sound Equipment, 16 mm Projectors, Magnetic Tape.

STRAND ELECTRICAL AUSTRALIA, PTY., LTD., 212 Graham St., Port Melbourne, Victoria. Telephones: 64-1267, 64-3365. Products Sold: Lighting equipment & dimmer control systems. AREA SERVED —Australia.

AUSTRIA

"LUDWIG PANI" 23, Kandlgasse, Vienna VII. Telephone: No. 93-24-63/65. Telegrams: Panprojektoren. Products Sold: Strand Co. Lighting Equipment and Dimmer Control Systems, own manufacture High efficiency stage projectors (up to 20 kW) and lower voltage reflectors.

PHILIPS, G.M.B.H., Triesterstrasse, Vienna. Products Sold: Philips Projection and Sound Equipment.

*E. SCHRACK ELEKTRIZITATS A. G., Pottendorferstrasse 25-27, Vienna XII/87. Products Sold: RCA Cinema Equipment, 35mm, 16mm. AREA SERVED—Austria.

WIENER SCHWACHSTROMWERKE, Neubaugasse 1, Vienna, Austria. Products Sold: Philips Projection Equipment.

BELGIUM

ADB-ETS ADRIEN DE BACKER S.A., 275 Chausée De Louvain, Zaventem. Telephone: 59.70.11. Products Sold: Stage and television studio lighting equipment.

FIBROCIT, 26 Rue Masui, Brussels. Telephone 15.71.05—16.50.81. Products Sold: Theatre Seats.

LITTON, FRANCE, INC., (Westrex Div.) Place des Martyrs, 16, Brussels 1. Products sold: Westrex Co., Cinemeccanica and Gaumont-Kalee lines, Altec, Century, Ashcraft. AREA SERVED—Belgium & Luxemburg.

PHILIPS, S.A., 37-39 Rue d'Anderlecht, Brussels. Products Sold: Philips Projection and Sound Equipment.

*SOCIETE ANONYME INTERNATIONALE DE TELEGRAPHIE SAN FIL, 25 Boulevard du Regent, Brussels. Product Sold: RCA Cinema Equipment, 16mm and 35mm. AREA SERVED—Belgium, Republic of the Congo, Ruande-Urundi.

SOCIETE BELGE INDUSTRIELLE, S.A., 14 Square Marie-Louise, Brussels. Products Sold: RCA Theatre and Sound Equipment.

TELLIGSON S.P.R.L., 88 Rue des Palais, Brussels 3. Products Sold: National Theatre Supply Company line.

BERMUDA

BERMUDA ELECTRIC LIGHT COMPANY, LTD., Reid St., Hamilton. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems, Capitol Stagelighting Company Equipment, Superior Electric Lux Trol Equipment.

BERMUDA GENERAL THEATRES, LTD., Hurstholme, Hamilton. Products Sold: National Theatre Supply Company Line.

BOLIVIA

*'INCATUR' S.A., Casilla Correo, 460, La Paz, Products Sold: Strand Company—Lighting Equipment and Dimmer Control Systems.

Editor's Comment

Though the following list is carefully revised each year, we cannot guarantee 100 per cent correctness. A high degree of accuracy, however, is insured by a variety of checks on each individual listing. Each supply dealer listed is contacted by letter prior to publication of THEATRE CATALOG and requested to verify his company name, address, telephone number, etc.

Letters returned as undeliverable indicate the dealer is no longer in business at the address on record and these dealers are deleted from the list. In addition, we contact the large supply dealers and equipment manufacturers, such as National Theatre Supply Co., Philips Norelco, General Sound, the Rank Organisation, and others, for up to the minute data on their branch offices and dealers throughout the world.

Finally, if a dealer moves or goes out of business who has been carried on our list, the copy of THEATRE CATALOG sent to supply dealers each year is returned to our offices and, if efforts to contact the dealer prove fruitless, we remove him from our records. Our readers can, therefore, be reasonably assured that the supply dealers listed herein are actively trading. Listings on which no information has been received since the last THEATRE CATALOG are indicated by an asterisk and, in most cases, we eventually receive confirmation from the dealers.

Both dealers and theatremen finding any discrepancies in these pages are encouraged to inform the THEATRE CATALOG DEPARTMENT, MOTION PICTURE EXHIBITOR MAGAZINE.—The Editor.

PHILIPS SUDAMERICAN, S.A., Cajon Postal 2964 La Paz, Bolivia. Products Sold: Philips Projection and Sound Equipment.

S. A. C. I., Suers. de Simon F. Bedoya, Casilla 346, La Paz. Products Sold: RCA Theatre and Sound Equipment.

BRAZIL

IMPORTACAO E COMERCIO DE MATERIALS Cinematograficos Simplex Ltda., Rua de Triunfo 120 Sao Paulo, Brazil National Theatre Supply Company Line.

INDUSTRIA NACIONAL DE LUBRIFICANTES, 'INAL' S/A. Rua Barao De Paranapiacaba 40, 9° Andar, Sao Paulo. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

COMPANHIA BLACK (Main Office), Rua Conselheiro Nebias 263-2°, P.O. Box 4045. Telephones: 34-8771, 32-0196. Telegrams: "Goumont." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

*INDUSTRIA DE PRECISAO E COMERCIO, S/A, Import-Export, Rua Conselheiro Nebias 263, 2 Andar, Sao Paulo. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

*S. A. PHILIPS DO BRAZIL, Caixa Postal 8681, Sao Paulo. Products Sold: Philips Projection and Sound Equipment.

BRITISH GUIANA

BOOKERS STORES LTD., Bookers Garage, (Radio Department), 13-15 Water Street, Georgetown (Demerara). Products Sold: Philips Projection and Sound Equipment.

WIETING AND RICHTER, LTD., 40 Mundy Street, Georgetown (Demerara). Products Sold: Gaumont-Kalee line. Personnel Engineer: Chas. W. Nascimento.

BRITISH HONDURAS

MACMILLAN BROTHERS, Belize. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED —Colony of British Honduras.

BURMA

U KYAW NYUNT, Technical Representative, 299/301, 40th St., (Top Floor). Cable: TECHREP, RANGOON. P.O. Box 537. Telephone: 17148. Products Sold: Philips Projection & Studio Equipment.

*CINE SUPPLY COMPANY, 264 Barr St., Rangoon. Telephone: South 546. PERSONNEL—Managing Partner: Vijay Kumar. Products Sold: RCA Theatre and Sound Equipment, Ross Projectors, Premier accessories. COUNTRY SERVED—Union of Burma.

CEYLON

CEYLON SERVICE AND SUPPLIES COMPANY, LTD., P.O. Box 89, Colombo. Products Sold: RCA Cinema Equipment 16mm, RCA Sound & Broadcasting Equipment.

CEYLON THEATRES, LTD., 8 Sir Chittampalan A Gardiner Mawatte, Colombo 2. PERSONNEL—Managing Director: S. Sellamuttu. Telephone: 3243-44. Products sold: Gaumont-Kalee, Bell and Howell, Kershaws.

UNITED ELECTRICALS LTD., P.O. Box 681, Yahala Building, Staples St., Colombo. Telephone: 5496. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

*WESTREX COMPANY, INDIA, Iceland Buildings, Galle Road, Colombo 3. Products Sold: Westrex Co. line. AREA SERVED—Ceylon.

CHILE

*CORPORACION DE RADIO DE CHILE, S.A., Casilla 1407, Santiago. Products Sold: RCA Theatre and Sound Equipment.

MR. JORGE MAX VILA, Casilla 9820, Santiago. Products Sold: National Theatre Supply Company line. AREA SERVED—Chile.

PHILIPS CHILENA, S.A., Casilla 2687, Santiago. Products Sold: Philips Projection and Sound Equipment.

CHINA (FORMOSA)

*WESTREX CO., ASIA, International House, Section 3, Hsin Yee Road, Taipei, Products Sold: Westrex Co. line. AREA SERVED—Formosa.

COLOMBIA

CINE COLOMBIA, S.A., Medellin, Colombia. Telephone: 451880. Products Sold: Projection & Sound Equipment. Screen and chair manufacturing.

CINETELCO, LTD., Calle 23, No. 5-23, Piso 3, Bogota: Telephone: 421-127—426-202. Products Sold: Westrex Co. Line. AREA SERVED—Colombia.

*J. GLOTMANN, S.A., Carrea 13 #24-15, Bogota. PERSONNEL—President: Jack Glotmann. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS COLOMBIANA, S.A., Apartado, Aereo 4282, Bogota. Products Sold: Philips Projection and Sound Equipment.

*WIGHTMAN & COMPANY, LTDA., Apartado Aereo 808, Mendellin. Telephone: 115-50. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

CONGO, DEMOCRATIC REPUBLIC OF

PHILIPS CONGO, S.C.R.L., B.P. 1798, Leopoldville. Products Sold: Philips Projection and Sound Equipment.

PHILIPS, S.A., B.P. 2546. Elizabethville, Katanga. Products Sold: Philips Projection and Sound Equipment.

COSTA RICA

IMPORTADORA FILMICA COMERCIAL, LTDA., Apartado Correo 939, San Jose. PERSONNEL—Owner and Managing Director: Carlos Fc. Jinesta. Owner and Manager: Charles G. Bertsch. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Costa Rica.

PHILIPS DE COSTA RICA, LTD., P. O. Box 4325, San Jose. Products Sold: Philips Projection and Sound Equipment.

DOMINGO VARGAS, A., P. O. Box 3675, San Jose. Products Sold: Projection and Sound Equipment. AREA SERVED—Costa Rica.

CYPRUS

D. OUZOUNIAN, M. SOULTANIAN AND COMPANY, LTD., P. O. Box 775, Nicosia. Products Sold: Philips Projection and Sound Equipment.

*A. Y. TILBIAN & SONS (Fotokine, Ltd.), P.O. Box 266, Nicosia. Products Sold: Gaumont-Kalee line.

DENMARK

BANG & OLUFSON, A.S., Alhambravej 5, Copenhagen V. Telephone: Hilda 1991. Products Sold: Philips Projection Equipment.

PHILIPS A.S., Prays Blvd. 80, Copenhagen S. Products Sold: Philips Projection and Sound Equipment.

DOMINICAN REPUBLIC

*CLAUDIO FERNANDEZ, Aparttado 826, Ciudad Trujillo. Products Sold: RCA Theatre and Sound Equipment.

MESSRS. R. ESTEVA Y CIA C. por A., Calle el Conde 59, Apartado 663, Santo Domingo. Products Sold: Philips Projection and Sound Equipment.

JOAQUIN GINEBRA, Apartado 902, Santo Domingo. Products Sold: National Theatre Supply Company line. AREA SERVED—Dominican Republic.

ECUADOR

ELECTRONICA, S.A., Apartado 3509, Guayaquil. PERSONNEL—Owner and Director: Luigi Rota. Manager: Carlos Rota. AREA SERVED—Coast Zone of Ecuador.

PHILIPS ECUADOR, S. A., Casilla 2376, Quito. Products Sold: Philips Projection and Sound Equipment.

SOCIEDAD RADIOTECNICA ECUATORIANA, Apartado 414, Juito. PERSONNEL—Owner and Director. Lugi Rota. AREA SERVED—Ecuador.

ETHIOPIA

PHILIPS (ETHIOPIA), S.A., P. O. Box 659, Addis Ababa. Telephone: 2771. Products Sold: Philips Projection and Sound Equipment.

FINLAND

*PARVIS FILMI, P.O. Box 279, Helsinki. Products Sold: Gaumont-Kalee line.

OY PHILIPS AB, Box 255, Helsinki. Products Sold: Philips Projection and Sound Equipment.

FRANCE

(See Separate Entry for ALGERIA)

*WESTREX COMPANY, FRANCE-BELGIUM, 3 Cours Joseph Thiedry, Marseille. Products Sold: Westrex Co. line. AREA SERVED—Southern France.

COMPANIE FRANCAISE DE L'AFRIQUE OCCIDENTALE, 7 Place d'lena, Paris 16. PERSONNEL—NIGERIAN MANAGER: Leon Morelon. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

MOVIE-SONICS SARL, 120 Champs-Elysees, Paris 8. PERSONNEL—General Manager: R. deTalance. Products Sold: National Theatre Supply line.

PHILIPS ELECTRO-ACOUSTIQUE, S. A., 162, Rue St. Charles Paris 15. Products Sold: Philips Projection and Sound Equipment.

STE. DES THEATRES CINEMATOGRAPHIQUES PATHE, S.A., 6 Rue Francoeur, Paris 18. PERSONNEL—General Mgr. J. Ottoz. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Algiers, France, Belgium, and the U.S.

*WESTREX COMPANY, FRANCE-BELGIUM, Head Office of AREA: 120 Avenue des Champs Elysees, Paris. Products Sold: Westrex Co. line. AREA SERVED—France, North Africa.

GERMANY

DEUTSCHE PHILIPS Gm.b.H., Mönckebergstrasse 7 (24a) Hamburg 1. Products Sold: Philips Projection and Sound Equipment.

*GEORGE HEINECKE, Tengstrasse 15, Munich 13. Products Sold: RCA Cinema Equipment, 16mm.

GHANA

SOCIETE COMMERCIALE DE L'OUEST-AFRICAIN, Accra. Products Sold: Philips Projection and Sound Equipment.

GREAT BRITAIN

ANDREW SMITH HARKNESS LTD., Station Road, Borehamwood, Herts. Telephone: Elstree 3611. Products Sold: Perlux Screens, Matt White and Silver. AREA SERVED—Entire World.

ASSOCIATED ELECTRICAL INDUSTRIES LTD., 132-35 Long Acre, London, WC2. Telephone: Temple Bar 344. Products Sold: AEI SUPA 35mm Projectors, Reproducer Equipment, Mada Xenon Lamps and Lamphouses; Xenon Rectifiers, Lanterns, Automation Equipment, Morganite Carbons, Screens, Hi-Fi, PA., 16mm Equipment, General Supplies, etc. Branches: 76 Sherlock Street, Birmingham 5. Telephone: Midland 8391; 108 Renfield Street, Glasgow, C2. Telephone: Douglas 5799; Sheepscar Street, Leeds 7. Telephone: Leeds 36951; 4 Whitworth Street, Manchester 1. Telephone: Central 9977-8.

AUTOMATICKET LTD., 197 Wardour Street, London, W1. Telephone: 01-437-3482. Products Sold: Tickets, Ticket Issuing Machines, Recording Machines, Sales Registers. General Manager: S. D. Roper. Branches: St. Martins House, Bull Ring, Birmingham. Telephone: Midland 3784/7368; Cumberland House, The Promenade, Clifton, Bristol 8. Telephone: Bristol 39385/6; 7 High Street, Cardiff. Telephone: Cardiff 31759; 62 Robertson Street, Glasgow C2, Scotland. Telephone: Central 0464/5; 20-22 Britannia House, Wellington Street, Leeds 1. Telephone: Leeds 21515/6; 14 Fraser Street, Liverpool 3. Telephone: Liverpool North 30-53/4; 21 Spring Gardens, Manchester. Telephone: Blackfriars 0162/4505; 12 Newbridge Street, Newcastle-on-Tyne. Telephone: Newcastle 21482/3; 147 Lower Parliament Street, Nottingham. Telephone: Nottingham 51519.

R. BOVILSKY, 34 Batson Street, Glasgow, C4. Products Sold: Projection Equipment, Seating, etc.

BRITISH ARC LAMP CARBON MANUFACTURERS ASSOCIATION, Chadwell Works, Grove Road, Chadwell Heath, Essex. Telephone: Goodmayes 2421-6. Products Sold: Carbons, Autoarc Fully Automatic.

J. FRANK BROCKLISS LTD., 167/169 Wardour Street, London, W1. Telephone: 01-437-2911. Personnel: Director, F. E. Durban, FBKS. Products Sold: Philips Projection and Sound Equipment, etc. Branches: 54 George Street, Edgbaston, Birmingham 15. Telephone: Edgbaston 4960; 3 The Parsonage, Manchester 3. Telephone: Blackfriars 5974; 181 Howard Street, Glasgow, Scotland. Telephone: Bell 1156.

A. BUCKLEY, 110 Finkle Lane, Gilderstone, Morley, Leeds, Yorkshire. Telephone: Batley 2431, Morley 2902. Products Sold: Zippa and Branson Changeovers, Exporters of New and Used Theatre Equipment.

CINESALES LTD., 49 Firth Street, London, W1. Telephone: 01-437-5457. PERSONNEL: J. Sturgeon, E. Sturgeon. Products Sold: Arc Lamps, Inductors, Film Splicers, Other Theatre Equipment and Accessories.

A. COLTMAN & COMPANY LTD., Fairfield Works, Hounslow, Middlesex. Telephone: Hounslow 3265-6. Products Sold: Display Frames, Category Boards, Interchangeable Lettering, Compo Ornamentation, and Complete Service Installation.

ESSOLDO (FURNISHERS) LTD., 79 Howard Street, Glasgow, C1, Scotland. PERSONNEL: Managing Director, Peter Mann. Products Sold: All Theatre Furnishings. AREA SERVED: U.K.

JOHN FOSTER & SON LTD., Black Dyke Mills, Queensbury, Yorks. Telephone: Queensbury 2271-7. Products Sold: Curtains, Coverings, Velors, Velvets.

FOSTERS (DECORATIONS AND CURTAINS) LTD., 375 Westdale Lane West, Nottingham. Telephone: Nottingham 47704. Products Sold: Stage Curtains, Draperies, Joining, Scenery, Carpets, Flooring, Suspended Ceilings. Specialists in Theatre Decoration, Spray Decoration.

W. J. FURSE & COMPANY LTD., Traffic Street, Nottingham. Telephone: Nottingham 47704. Products Sold: Stage Lighting, Curtains, Curtain Tracks, Color Changing Dimming Equipment.

GENERAL BUILDING AND THEATRE EQUIPMENT LTD., Cranbourn Mansions, Cranbourn Street, London, W1. Telephone: 01-437-2274. General Manager, Richard Tilbury. Products Sold: Complete Theatre Equipment and Supplies.

GIROSIGN LTD., 86-88 Wardour Street, London, W1. Telephone: 01-437-3526-27. Director, Bill Maelor-Jones. Products Sold: Publicity Frames, Stills, Art and Silk Screens, Poster Services, Seat Indicators, etc.

HACKBRIDGE & HEWITTIC ELECTRIC COMPANY, LTD., Hersham, Walton-on-Thames, Surrey. Telephone: Walton-on-Thames 28833. Products Sold: Rectifiers, Transformers, Switchgear.

KINEMATOGRAPH EQUIPMENT COMPANY LTD., 36 Golden Square, London, W1. Telephone: 01-437-5102-3. Products Sold: Full Range of Theatre Equipment and Furnishings.

H. LAZARUS & SON LTD., 2 Luke Street, London EC2. Telephone: Shoreditch 8727. Products Sold: Theatre Seats, Carpets, Floor Coverings, Draperies, Stage Equipment.

MODERNISATION LTD., 622 Bradford Road, Batley, Yorks. Telephone: Bately 3401. Products Supplied: Specialists in Redesigning, Redecorating, Reconstructing, Re-Equipping Theatres. Branches: 8 Pamerston Road, Sheffield 10. Telephone: Sheffield 61703—Friese Greene; 16 Phipson Road, Sparkhill, Birmingham 11. Telephone: Birmingham South 0485—C. V. Hutchin; 22 Cyncoed Road, Cardiff. Telephone: Cardiff 31609—H. Phillips; 130 Renfield Street, Glasgow C2. Telephone: Douglas 7508—G. K. Baker; 23 Fir Grove, New Malden. Telephone: Malden 0389—D. J. Gaillard; 52 Stowell Street, Newcastle-on-Tyne. Telephone: Newcastle 25539—Carter Crowe.

FREDERICK G. PALMER, LTD., 40 Frith Street, London, W1. Telephone: 01-437-4796/6153. Products Sold: Projection, Theatre Equipment, Furnishings, and Accessories, etc.

PATHE EQUIPMENT LTD., 177 Wardour Street, London, W1. Telephone: 01-437-1544 (seven lines). (A subsidiary company of the Associated British Picture Corporation). Director and General Manager, George McLean. Products Sold: Full Range of Philips Theatre Projection Equipment, Stage Equipment, Lighting and Accessories, Theatre Furnishings, Seating, Draperies, All Floor Coverings. Full equipping of civic and scholastic auditoria a specialty. Branches: 59 John Bright Street, Birmingham. Telephone: Midland 1292—B. Pearce; 2 Museum Place, Cardiff, Wales. Telephone: Cardiff 21865—R. A. Stewart; 41 St. Vincent Place, Glasgow, Scotland. Telephone: City 4169—D. Foster; 2 Britannia House, Wellington Street, Leeds. Telephone: Leeds 30325—D. H. White; 177 Wardour Street, London, W.1. Telephone: 01-437-1544—H. E. Love; 432 The Royal Exchange, Manchester. Telephone: Blackfriars 9702—D. J. Jones.

PHILIPS ELECTRICAL IND. LTD., Century House, Shaftesbury Avenue, London, WC2. Products Sold: Electrical Equipment.

RANK AUDIO VISUAL LIMITED, P. O. Box 613, Woodger Road, Shepherd's Bush, London W.12. Telephone: 01-743-2050 (a Division of the Rank Organisation). Managing Directors—T. E. Chilton and A. G. Smith. Products Sold: 70/35mm Projection, Screens, Lenses, Full 16mm Ranges, Public Address Equipment, Stage Equipment and Lighting, Furnishings, Seats, Carpets, Floor Coverings, Draperies, etc. Cinemation and Cinematic Automatic Theatre Control Systems and other automated projection devices. Civic and scholastic auditoria, etc., contracts a speciality.

Representatives: Glasgow (North Region)—J. L. Paterson, 16 Broomvale Drive, Newton Mearns, Glasgow. Telephone: Newton Mearns 2559. Cattigan D. Flat 16F, Maxwellton Court, Paisley, Renfrewshire. Telephone: Paisley 6160. Manchester (Central Region 1)—Mould L. H., 12 Yew Tree Park Road, Cheadle Hulme, Cheshire. Telephone: Hulme Hall 1385. Manchester (Central Region 2)—Hallwood E. Q., 302 Queens Drive, West Derby, Liverpool 13, Lancs Telephone: Stoneycroft 7051. Taylor E. P., 55 High Ash Crescent, Alwoodley, Leeds 17, Yorks. Telephone: Leeds 686641 (0532-686641). Birmingham (Midland Region)—Melsom A. L., 827 Walsall Road, Great Barr, Birmingham 22A—Telephone: Great Barr 1423—Dexter B. T., 40 Henley Street Alcester, Warwickshire—Telephone: Alcester 2375 (0789'-71'2375). Cardiff (West Region)—Evans R. H., (South Wales) "St. Hilary," 25 Heol Tynycae, Cardiff—Telephone: 60570—Daley B. J. (West of England)—6 Brynmoor Park, Higher Compton, Plymouth, Devon—Telephone: Plymouth 72903. London (South Region)—Jordan F., 39 Ascot Close, Bishops Stortford, Herts—Telephone: Bishops Stortford 51923—Lloyd D. S., 34 Carlingford Road, Hampstead, London, N.W.3. Telephone: Hampstead 4924—Hobbs V., 177 Osward, Courtwood Lane, Addington, Surrey—Telephone: 657-0788—Legg B. B., 10 Hillside Court, Crossbrook Street, Cheshunt, Herts. Telephone: Waltham X.27869 (97-27869). Belfast—Hunter G., 28 Earlswood Road, Belfast 4, Ireland Telephone: Belfast 658328 (0232-658-328)—Dublin (Branch)—Callan J., 81 Lower Leeson Street, Dublin 2., Telephone: Dublin 64976/7.

RCA GREAT BRITAIN LTD., Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex. Telephone: Sunbury-on-Thames 5511. Products Sold: Projectors, Sound, Public Address, Tape Recorders, Microphones, Electronic Equipment, TV. Branches: 58 Howard Street, Belfast, NI. Telephone: 2472. District Manager—N. J. Railton; 164 Stratford Road, Shirley, Birmingham. Telephone: Birmingham Shirley 1819. District Manager—S. J. C. Taylor; 46 Charles Street, Cardiff, Wales. Telephone: Cardiff 30194. District Manager—J. H. Welch; 58 West Regent Street, Glasgow, Scotland. Telephone: Douglas 4712. District Manager—A. Lees; 274 Deansgate, Manchester. Telephone: Blackfriars 7092. District Manager—F. R. Phillips; 36 Clayton Street W, Newcastle on Tyne. Telephone: Newcastle 23039. District Manager—R. T. Wheatley.

ROBERT RIGBY LTD., Premier Works, Northington Street, London, WC1. Telephone: Holborn 2944. Products Sold: Premier Slide Projectors, Spotlights, Film Splicers, Fire Shutters, Theatre and Projection Accessories, Editing Room Equipment, Transit Cases, etc.

R. SANKET, Regal Cinema, Atherstone, Warwicks. Telephone: Atherstone 2220. Products Sold: Second-hand, Government Surplus, etc., 35mm and 16mm Projection Equipment, Seating, etc., for Home and Overseas.

SOUND & SCENE SERVICES (LONDON) LTD., 145 Wardour Street, London, W1. Telephone: 01-437-7238. Managing Director—S. Goldwater. Products Sold: Projectors, Sound, Screens, Seating, Furnishings, etc.

STAGE FURNISHINGS LTD., 346 Sauchiehall Street, Glasgow C2. Telephone: Douglas 6431. Products Sold: Strand Electric and Engineering Company Range.

FRED V. STEELE LTD., (Incorporating Provincial Cinematograph Trading Company), 7 Stainburn Drive, Leeds 17. PERSONNEL—A. R. Steele. Products Sold: Projection, Sound and General Theatre Equipment. AREA SERVED: Yorkshire, Lancashire, Nottinghamshire.

STRAND ELECTRIC & ENGINEERING COMPANY LTD., 29 King Street, London, WC2. Telephone: Bar 4444. Cables: Spotlite London. Branches: Manchester, Glasgow, Darlington, Bristol, Dublin (Ireland), Melbourne (Australia), Toronto (Canada). Products Sold: Lighting Equipment, Dimmer Control Systems, etc.

W. W. TURNER AND COMPANY LTD., Station Road, Northfield, Birmingham 31. Telephone: Priory 1171/3. London Office—28 Newman Street, London, W1. Telephone: Museum 0226. Products Sold: Theatre Chairs, Carpets, Curtains.

WALTURDAW CINEMA SUPPLIES, 22 High Street, Kingston-on-Thames Surrey. Telephone: Kingston 6858-0394. Products Sold: Projectors, Sound Equipment and Accessories. Manufacturers of Dimmers, Dimmer Boards and Resistances.

WESTREX COMPANY LTD., 152 Coles Green Road, Cricklewood, London NW2. Telephone: Gladstone 5401. Managing Director—P. J. Buck. Branches—25a Lee Bank House, 63 Blucher Street, Birmingham 1. Telephone: 021-643 9478-9; 10 Museum Place, Cardiff, Wales. Telephone: Cardiff 38399; 173 City Road, Cardiff. Telephone: Cardiff 38499; 141 Bath Street, Glasgow, C2. Telephone: City 5404/5; 3-4 Wellington Chambers, Wellington Street, Leeds 1. Telephone: Leeds 21769; 1 North Parade, Deansgate, Manchester 3. Telephone: Blackfriars 6448-9; 14a North Terrace, Claremont Road, Newcastle-on-Tyne. Telephone: Newcastle 26551; Odeon Building, Angel Row, Nottingham. Telephone: Nottingham 47769. Products Sold: Projectors, Sound Reproducers, Recording Equipment, Public Address Equipment and Communications Equipment.

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GREEK ELECTRONICS COMPANY, LTD., 6 Kriezotov St., Athens 134. Telephone: 625-469. Products Sold: RCA Products.

PHILIPS S.A. HELLENIQUE COMMERCIALE DE PRODUITS ELECTROTECHNIQUES, P.O. Box 153, Athens. Products Sold: Philips Projection and Sound Equipment.

GUATEMALA

*ADOLFO RIOS, 6A Avenida 15-36, Zone 1, Guatemala City. Products Sold: Theatre and Sound Equipment.

*INSTRUMENTOS MUSICALES, S.A., Apartado Postal 345, Guatemala City. Products Sold: RCA Cinema Equipment, 16mm.

PHILIPS DE GUATEMALA S.A., P.O. Box 238, Guatemala City. Products Sold: Philips Projection and Sound Equipment.

RAMIRO SAMAYOA M., Avenida Elena 14-75, Cine Popular, Guatemala City. Products Sold: National Theatre Supply Company line. AREA SERVED—Guatemala.

HAITI

PAROMOUNT, P. O. Box 683, Port-au-Prince, Haiti.

CURACAS TRADING CO. of HAITI S.A., Port-au-Prince.

HONDURAS

CINEMATOGRAFICA, S. de R. L. Apartado Postal 110, Teguicigalpa. Products Sold: RCA Theatre and Sound Equipment.

HONG KONG

ELEPHANT RADIO CO., LTD., 208–209 Bank of East Asia Building, 10 Des Voeux Road, Central, Victoria. Managing Director & Chief Engineer: Norman F. C. Li. Manager: Y. S. Wong. Products Sold: RCA Theatre and Sound Equipment, National Theatre Supply Company line.

PHILIPS HONG KONG, LTD., P.O. Box 2108. Products Sold: Philips Projection and Sound Equipment.

ICELAND

SNORRI P. B. ARNAR, P.O. Box 354, Reykjavik. Products Sold: RCA Theatre and Sound Equipment and Philips Projection and Sound Equipment.

INDIA

*GENERAL RADIO & APPLIANCES, LTD., 36-39 Silver Jubilee Road Park, Bangalore City. Branch Manager: V. Shanker. Products Sold: RCA and Simplex lines.

*RAHBAI PATEL AND SONS, Majestic Circle, Bangalore 9. Products Sold: Theatre Equipment and Accessories. AREA SERVED—Mysore State.

CINEFONES, 3, New Queens's Road, Bombay 4. PERSONNEL—Managing Partner: S. B. Agarwal. Products Sold: Theatre Equipment and Accessories. AREA SERVED—Whole of India.

CINECITA, PVT. LTD., Saraswati Mandir, Kennedy Bridge, Bombay-7. Telephone: 355417. Managing Director: Mr. Shreeprakash Agarwal. Products manufactured and sold: Theatre and Sound Equipments and Accessories. AREA SERVED—Whole of India. (FACTORY: 1076 Off Haines Road, Apte Industrial Estate, Worli, Bombay-18).

CINERAMA, 532 Sandhurst Bridge, Bombay 7. Telephone: 75411-2. PERSONNEL—Director: Shreeprakash Agarwal. Product Solds: RCA Theatre and Sound Equipment. AREA SERVED—Bombay State, Hyderabad, Madhya Bharat, Madhya Pradesh, Rajastham, Vindhya Prudesh, Bhopal.

EVERGREEN PICTURES, 15 New Queen's Road, Bombay 4. Telephone: 27533. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. Products Sold: National Carbons, Spares and Components for all makes of Theatre Equipment. AREA SERVED—All of India.

*GAUMONT—KALEE LTD., Ashok Chakravarti Road. Ashok Nagar, Kandivlee (East), Bombay—67. PERSONNEL—Director: M. du V. Allix. Sales Manager: J. K. Sen Cupta. Secretary: K. R. Warerkar. Products Sold: Rank Precision Industries, Ltd. AREA SERVED—All of India.

PHILIPS INDIA, LTD., Dugal House, Backbay Reclamation Navroji Road, (P.O. Box 309), Bombay 1. Products Sold: Philips Projection and Sound Equipment.

PHOTOPHONE EQUIPMENTS LTD., Sandhurst Bridge, 532 Sardar Vallabhbhai Patel Road, Bombay 7 WB. Products Sold: RCA 35mm Theatre Equipment and 16mm Projectors (Manufactured in India), RCA Film Recording Equipment, Simplex Projector and entire National Theatre Supply Company line. AREA SERVED—India, Pakistan, Burma, Ceylon and Afghanistan.

WESTREX COMPANY, Head Office of Area: Metro House, Mahatma Ghandi Road, Bombay 1. PERSONNEL—Manager: C. L. Oscar, Directors: Mr. S. B. Agarwal, Mr. Shree Prakash Agarwal. Products Sold: Westrex Co. line. AREA SERVED—India.

EVERGREEN PICTURES CORPORATION, 11 Esplanade East, Calcutta. Telephone: 72048—Res: 73758. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Notwal, E. C. Naterwalla, N. M. Kapadia, M. R. Kapadia, J. R. Kapadia. Products Sold: Audio Visuals, National Carbons. AREA SERVED—West Bengal, Bihar, Orissa, Assam.

GENERAL RADIO AND APPLIANCES PRIVATE, LTD., 3 Madan St., Calcutta 13. Telephone: 23-6038. PERSONNEL—Managing Director: Y. A. Fazalbhoy: Branch Manager: D. V. J. Raju. Products Sold: National Theatre Supply Company line Strong Lamps and Rectifiers, International Seats. AREA SERVED—Provinces of West Bengal, Bihar, Orissa, Assam and Kingdom of Nepal.

PHILIPS INDIA LTD., 7 Justice Chandra Madhab Road. Calcutta 20. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, Lighthouse Cinema Bldg., Humayan Place, Calcutta 13. Products Sold: Westrex Co. line.

CINEFONES (DEHLI) PRIVATE, LTD., Behind State Bank of India, Chandhi Chowk, Delhi. PERSONNEL—Directors: Mr. S. B. Agarwal; Managing Directors: S. B. Agarwal. Products Sold: Theatre Equipments and Spares. AREA SERVED—All places in the Union of India.

EVERGREEN PICTURES, Chandi Chouk, Delhi. Telephone: 6455. AREA SERVED—Delhi, U. P., Punjab, Pepsu, Himachal Pradesh, Kashmir, Jammu.

WESTREX COMPANY, INDIA, Brampton Road, Kashmiri Gate, Delhi near Minerva Cinema. Products Sold: Westrex Co. line. AREA SERVED—India, Ceylon.

EVERGREEN (BANGALORE) PRIVATE LTD., 15 Wescott Road, Royapettah Madras 14. AREA SERVED—Madras, Tamilnad, Travancore-Cochin, Mysore.

PHILIPS INDIA LTD., 35/4, Mount Road, Madras 2. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, Agurchand Mansion, 35 Mount Road, Madras 2. Products Sold: Westrex Co. line. AREA SERVED—India.

PHILIPS INDIA LTD., 68 Najafgarh Rd., New Delhi-15. Delhi-Aiemere Gate Extension. New Delhi. Products Sold: Philips Projection and Sound Equipment.

PHOTOPHONE EQUIPMENTS LTD., Delite Cinema Bldg., Asafali Rd., New Delhi, 1. PERSONNEL—Manager: N. Kumar Jain. Products Sold: RCA Theatre and Sound Equipment and National Theatre Supply Company line.

EVERGREEN (BANGALORE) PRIVATE, LTD., 1/D Rashtrapathi Road Secunderbad. Telephone: 6707. AREA SERVED—Hyderabad and Andhra States.

GENERAL RADIO & APPLIANCES, LTD., 8902/1-2 Rashtrapthi Rd., Secunderbad. Branch Manager: V. N. Ramanthan. Products Sold: RCA & Simplex lines.

INDONESIA

*N.V.P.D. SOEDARPO CORPORATION, 22 Djalan Segrasatu Djakarta. Cable: SOEDARCO DJAKARTA. Telephone: Gambir 1008. Products Sold: RCA Theatretre and Sound Equipment.

*P. T. RALIN, 34-38 Djalan Modjopahit, Djakarta, Indonesia. Products Sold: Philips Sound and Projection Equipment.

IRAN

PHILIPS IRAN, LTD., P.O. Box 1297, Teheran. Products Sold: Philips Sound and Projection Equipment.

RADIO SHAHAB COMANY, Av. Naderl 720, Teheran.

IRAQ

AFRICAN IRAQI TRADING CO., P.O. Box 17, Rashid St., Baghdad. Products Sold: Philips Projection and Sound Equipment.

THE IRAQI COMPANY FOR FILMS & CINEMA, P.O. Box 206, Baghdad. Products Sold: National Theatre Supply Company line. AREA SERVED—Iraq.

IRELAND

AUTOMATICKET LTD., 7-8 Eden Quay, Dublin. Telephone: Dublin 79619. Products Sold: Tickets, Ticket Issuing and Recording Machines.

C. NAPIER ASSOCIATED CINEMA EQUIPMENTS LTD., 5 Jervis Street, Dublin. Telephone: 46646. Products Sold: Philips Projection and Sound Equipment.

RANK AUDIO VISUAL LTD., 81 Lower Leeson Street, Dublin 2. Telephone: 64976/7. Manager—J. Callan. Products Sold: 70/35mm Projection, Screens, Lenses, Full 16mm Range, Public Address Equipment, Stage Equipment and Lighting, Furnishings, Seats, Carpets, Floor Coverings, Draperies, etc. Cinemation and Cinematic Automatic Theatre Control Systems and other automated projection devices.

RCA GREAT BRITAIN LTD., 34 Lower Abbey Street, Dublin. Telephone: 43842. Branch Manager—H. W. Neill. Products Sold: Theatre and Sound Equipment.

THE STRAND ELECTRIC AND ENGINEERING COMPANY LTD., 30 Upper Abbey Street, Dublin 1. Telephone: 47078. Branch Manager—Kevin Bourke. Products Sold: Stage and TV Lighting, Curtains, Screens and other theatre equipment.

WESTREX COMPANY LTD., Veritas House, 7-8 Lower Abbey Street, Dublin 1. Telephone: Dublin 47731-2. Products Sold: Westrex Line.

ISRAEL

AMPA, LTD., 16 Petah Tikvah Rd., P. O. Box 636, Tel-Aviv. Telephone: 3228. PERSONNEL—Theatre Department Manager: M. Kolari. Products Sold: National Theatre Supply Company line. AREA SERVED—Israel.

ISRELECTRA, 12 Allenby Rd., Haifa. Products Sold: Philips Projection and Sound Equipment.

*LANDSEAS EASTERN COMPANY, LTD., P.O. Box 2554, Tel-Aviv. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

LEVANT X-RAY, LTD., 39 Walfson St., Tel-Aviv. Telephone: 821566. PERSONNEL—H. H. Aldor. Products Sold: Westrex Co. line. AREA SERVED—Israel.

ITALY

PHILIPS RADIO S. P. A., Piazza IV Novembre 3, Milan. Products Sold: Philip Projection and Sound Equipment.

MOLE-RICHARDSON (Italia) s.r.l., Via del Velodromo 70, Rome. Sale—Rentals of technical equipment for cinema-television-photography. Products Sold: Mole-Richardson, Rank Organisation, Audio Visual, Rank Studio Equipment, Rank Taylor Hobson Division. Also Leevers-Rich, Ltd., Morganite, SATEC "Dyaliscope," Colortran Industries, Moviola, Ilford Ltd., Photo Research. AREA SERVED—Italy, Yugoslavia, Greece, Bulgaria, Ethiopia and Middle East.

WESTREX COMPANY, ITALY, 65 Costantino Maes, Rome. Telephone 83.92.9.90. Products Sold: Westrex line. AREA SERVED—Italy.

JAMAICA

PALACE AMUSEMENT COMPANY (1921) LTD., 1A South Camp Rd., P.O. Box 211, Kingston, Jamaica, West Indies. PERSONNEL—Managing Director: Douglas Graham; Assistant Manager: Lloyd Alberga; Executive Engineer: Balfour Richards; Chief Accountant: Hugh Terrelonge. Products Sold: Rank Precision Industries (England), National Theatre Supply Co. line, Bell & Howell 8mm & 16mm Cine Equipment, Arriflex Cine Equipment, Cable address: PALAMCO, Kingston, Jamaica. Telephone: 81248 (3 lines).

RUEL SAMUELS LTD., 2 Lismore Avenue, Kingston, 5. Products Sold: Westrex Co. and Frieseke & Hoepfner line. AREA SERVED—Jamaica.

COMMODITY SERVICE COMPANY (JAMAICA) LTD., P.O. Box 114, Kingston. Products Sold: Philips Projection and Sound Equipment.

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NIHON EIGA SHIZA COMPANY, LTD., Chubo-Keizai—Kaikan Building, 3-1, Funieri—Cho Nakamuraku Nagoya-Shi, Aichi.

NIHON EIGA SHIZA COMPANY, LTD., 7, Minamicho, Dori, Sendai-shi, Miragi.

NIHON DENSHI KOGYO K.K. (Japan Electronic Mfg. Corp.) 325, Sanshin Bldg., 1-10 Yurakucho, Chiyoda-ku, Tokyo, Japan. PERSONNEL—President: H. Akatsu, Managing Director: Y. Nakajima. Products Sold: Wireless Microphones, Sound Equipment, Recording Equipments, and RCA Theatre Equipments. AREA SERVED—Far East.

NIHON DENSHI TELEVI K.K., Room 212, Sanshin Building, Yurakucho, Chiyodaku, Tokyo. Products Sold: RCA Theatre and Sound Equipment.

J. OSAWA & CO., LTD., Toranomon, Minato-ku, Tokyo. Telephone: 502-22110. Cable Code: OSAWACO TOKYO.

*WESTREX COMPANY, ORIENT, Chiyoda Building, Room 615, 14-chome, Marunochi Chiyoda-ku, Tokyo. Products Sold: Westrex Co. line. AREA SERVED—Japan.

PHILLIPS PRODUCTS SALES CORP. OF JAPAN, Kokusai Bldg., 7th Floor, Marunouchi, Chiyoda-Ku, Tokyo.

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MOHAMMAD O. SUWYEH AND BROTHERS, P. O. Box 502, Amman. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

TRANSJORDAN ENGINEERING COMPANY, LTD., P.O. Box 1, Amman. Products Sold: Philips Projection and Sound Equipment.

DAVID A. ARAFAT, P.O. Box 4, Nablus. Products Sold: Gaumont-Kalee line.

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ELECTRONIC AIDS (EAST AFRICA) LTD., Cargen House, Coronation Ave., P. O. Box 65-40, Nairobi. Telephone: 2-2273. Products Sold: Strand Electric & Engineering line.

TWENTSCHE OVERSEAS TRADING COMPANY, LTD., Nairobi, Mombusa. Products Sold: Philips Projection and Sound Equipment.

KUWAIT

*CHARABALLY LTD. (Elect. Division) P.O. Box 136, Kuwait. Telephone: 32232. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

LEBANON

PHILIPS LIBAN S.A., P.O. Box 670, Beirut. Products Sold: Philips Projection and Sound Equipment.

*MIDDLE EAST DISTRIBUTION COMPANY, S.A.L., Managing Director, P.O. Box 2407, Beirut. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

*WESTREX COMPANY, EAST, Pan American Building, Room 408, Place Riad Solh, Beirut. Products Sold: Westrex Co. line. AREA SERVED—Near East.

N. ZABBAT, Post Box 741, Beirut. Products Sold: Gaumont-Kalee line.

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A. MANSOUR AND SONS, P.O. Box 207, Monrovia. PERSONNEL—Manager: F. A. Mansour. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

OOS'T AFRIKAANSE COMPAGNE, Monrovia. Products Sold: Philips Projection and Sound Equipment.

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P. CUTAJAR & COMPANY, LTD., 12 St. Paul's Street, Valletta. Products Sold: Rank-Kalee line.

*GENERAL SALES COMPANY, 4 St. Joseph Buildings, Zachary Street, Valletta. PERSONNEL—Managing Director: Adrian Busietta. Products Sold: RCA Theatre and Sound Equipment. Telephone: Cent. 24482. AREA SERVED—Island of Malta.

A. VELLA, 14 Depiro St., Sliema. Products Sold: Westrex Co. line. AREA SERVED—Malta.

CHARLES A. MICALIEF AND COMPANY, LTD., 282 Kingsway, Valletta. Telephone: C24313-C21506. Products Sold: Philips Projection and Sound Equipment.

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ADAM AND COMPANY, LTD., P.O. Box 53, Port Louis. Products Sold: Philips Projection and Sound Equipment.

BLANCHE, BIRGER COMPANY, LTD., 18 Pope Hennessy St., Port Louis. Products Sold: RCA Theatre and Sound Equipment.

MEXICO

A.C.S.A., APARATOS CINEMATOGRAFICOS S.A., Av. Baja California No. 284, Ier Piso, Mexico 11, D.F. Products Sold: Rank Cinemeccanica.

*DEKSA, S. A., Acenida Juarez No. 42, Edificio "B," 90 piso, Mexico 1, D.F. Telephone: 10-4600, General Manager: Jorge Philippe M. Products Sold: Theatre, Studio and Laboratory equipment and accessories, full television transmitting equipment and Illumination. Broadcast equipment.

EQUIPOS PARA CINES, S.A., Av. Insurgentes Sur 600, Mexico 12, D.F. Telephone: 43-42-80, 23-19-89. PERSONNEL—President: Manual Ampudia. Manager: Manuel Ampudia Girón. Products Sold: National Theatre Supply Co. line.

PHILIPS S.E.T. Apartado Postal 21420, Mexico 7, D.F. Products Sold: Philips Projection and Sound Equipment.

*RCA VICTOR MEXICANA, S.A. de C.V. Avenida Cuitlahuac 2519, Mexico 17, D.F. PERSONNEL—President: Joseph P. Toole. General Manager: Paul W. Hessinger. General Sales Manager: W. S. Rolston. Products Sold: Theatre and Sound Equipment. AREA SERVED—Mexico.

MOROCCO

SAMTEL, IMMEUBLE "LIBERTE," Place Lemiagre-Dubreuil, Casablanca.

NETHERLANDS

PHILIPS NEDERLAND N.V., Eindhoven. Products Sold: Philips Projection and Sound Equipment.

NEW GUINEA

ROBERT GILLESPIE (N. G.), LTD., Rabaul. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Territory of New Guinea.

NEW ZEALAND

CHARLES CARRAD, LTD., Civic Theatre Building, Bledisloe St., Auckland. Products Sold: Philips 35mm, 35/70mm, 16mm. Sound Film and Projection Equipment. (Sole Agency.)

KERRIDGE ODEON INDUSTRIES LTD., 6th Floor, 246 Queen Street, P.O. Box 2191, Auckland, C.I. Products Sold: Rank—Kalee, "Ship" Carbons, Motion Picture & T.V. Production equipment.

WESTREX COMPANY, NEW ZEALAND, LTD., Head Office of Area: 58 Kent Terrace, Wellington. Products Sold: Westrex Co. line, Altec Speakers, Ashcraft Lamps, Century Projectors. AREA SERVED—New Zealand.

WESTREX COMPANY, NEW ZEALAND LTD., P. O. Box 2294, Christchurch. Products Sold: Westrex Co. line.

*WESTREX COMPANY, NEW ZEALAND, LTD., c/o St. James Theatre, Moray Place, Dunedin. Products Sold: Westrex Co. line.

PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND, LTD., P. O. Box 2097, Wellington. Products Sold: Philips Projection and Sound Equipment.

CHARLES CARRAD, P. O. Box 5020, Civic Theatre Building, Auckland, New Zealand. Products Sold: Philips Projection and Sound Equipment.

NICARAGUA

OCTAVIO ROCHA, Apartado 2-4-2, Managua. Products Sold: National Theatre Supply Company line, "National" Carbons. AREA SERVED—Nicaragua.

SUCESORES DE RAFAEL CABRERA, Apartado 1267, Telephone: 3037, 2751, Managua. Products Sold: Ballantyne Royal Sound Master Theatre Equipment, RCA 16mm Projectors, National Projector Carbons.

NIGERIA

PHILIPS (NIGERIA) LTD., P. O. Box 1136, G. P. O. Lagos. Products Sold: Philips Projection and Sound Equipment.

NORWAY

HANS H. KNUTSEN AND COMPANY Kongensgt. 15, Olso. Products Sold: Rank Organisation, Bell and Howell, Eugene Bauer, Lorraine Carbons.

NORSK A/S PHILIPS, P.O. Box 5040, Oslo. Products Sold: Philips Projection and Sound Equipment.

PAKISTAN

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulistan Cinema Building, Ramna, Dacca. PERSONNEL—Manager: Karim Kassamally. Products Sold: National Theatre Supply Company line.

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulshan-E-Nusrat Building, Victoria Road, Saddar, Karachi 3. PERSONNEL—Managing Director: Arshad Hameed. Products Sold: National Theatre Supply Company line.

FILM FACTORS, LTD., Oosman Chambers, 2nd Flr., Victoria Road, Karachi 3. Products Sold: Rank Organisation and Cinemeccanica lines.

PHILIPS ELECTRICAL COMPANY OF PAKISTAN, LTD., P. O. Box 7101, Karachi. Products Sold: Philips Projection and Sound Equipment.

ELECTRONICS AND FILM EQUIPMENT, LTD., Luxmi Mansion, The Mall, Lahore. PERSONNEL—Manager: Anwar Hussain. Products Sold: National Theatre Supply Company line.

PANAMA

DISTRIBUIDORA INTERNACIONAL, S.A., Apartado 7645 Panama 5, R.P. Telephone: 5-0523. Cables: LEOGREEN. President Leo Green.

J. J. RODRIGUEZ S. A., Apartado 6617, Panama City. Products Sold: Philips Projection and Sound Equipment.

PARAGUAY

PHILIPS DEL PARAGUAY, S.A., Casilla de Correo 605, Asuncion. Products Sold: Philips Projection and Sound Equipment.

PERU

*J. CALERO PAZ, S.A. Portal de Belen 902-914, Apartado 1281, Lima. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment. AREA SERVED—Peru.

PHILIPS PERUANA, S.A., Apartado 1841, Lima. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, ANDEAN, Edificio Hidalgo No. 950-954, Plaza San Martin, Lima. Products Sold: Westrex Co. line. AREA SERVED—Peru and Bolivia.

PHILIPPINES

*WESTREX COMPANY, ASIA, Head Office of Area: 666 Florentina Torres, Manila. Products Sold: Westrex Co. line. AREA SERVED—Philippines.

WESTREX COMPANY, ASIA, (EVR AUDIO-ELECTRONICS) REPRESENTATIVES, Legaspi Street, Cebu City. Products Sold: Westrex Co. line.

WESTREX COMPANY, ASIA, 227 Legaspi Street, Davao City. Products Sold: Westrex Co. line.

S. M. BERGER AND COMPANY, LTD., 523 Bustos, Corner Rigal Ave., Manila. PERSONNEL—Manager: Ramon Francisco. Products Sold: National Theatre Supply Company line.

PHILIPPINE ENGINEERING CORPORATION, 936 Raon St., Quiapo, Manila. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS INDUSTRIAL DEVELOPMENT, INC., 544 San Luis St., P. O. Box 2205, Ermita, Manila. Products Sold: Philips Projection and Sound Equipment.

PORTUGAL

*CENTRO DE COOPERACAO TECHNICA, Rua Dom Joao V, No. 2, Lisbon. Products Sold: Gaumont-Kalee, Bell & Howell lines.

PHILIPS PORTUGUESA, S.A.R.L., Rua Joaquim Antonio de Aguiar 66, Lisbon. Products Sold: Philips Projection and Sound Equipment.

TELECTRA EMPRESA TECNICA DE EQUIPAMENTOS ELECTRICOS, S.A.R.L., R. Rodigo da Fonseca, 103 r/c, Lisbon. Telephone: 686072. Telex: 598 LISBON. Products Sold: RCA Cinema Equipment, 35mm and 16mm.

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RCA ESPANOLA, S. A., Avenila de America y Hernandez de Tejeda (Frente Estudios CEA, Ciudad Lineal), Madrid. Products Sold: RCA Theatre and Sound Equipment.

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*VINCENT VASQUEZ, Accesorios Cinematografios, Calle Almendares No. 205, Filmcenter, Habana.

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